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نموذج رقم (١٨)
اقرار والتزام بقوانين الجامعة الأردنية وأنظمتها وتعليماتها لطلبة الماجستير

أنا الطالب: رنا اسماعيل عبدالمجيد اليسير الرقم الجامعي: 8070441
التخصص: الهندسة المعمارية الكلية: الهندسة

اعلن بأنني قد التزمت بقوانين الجامعة الأردنية وأنظمتها وتعليماتها وقراراتها السارية المفعول المتعلقة باعداد رسائل الماجستير والدكتوراة عندما قمت شخصيا" باعداد رسالتي / اطروحتي بعنوان: ....
The effect of personality traits of cafe's users on their approach to and evaluation of cafe's environment.

وذلك بما ينسجم مع الأمانة العلمية المتعارف عليها في كتابة الرسائل والأطاريح العلمية. كما أنني أعلن بأن رسالتي /اطروحتي هذه غير منقولة أو مستلة من رسائل أو أطاريح أو كتب أو أبحاث أو أي منشورات علمية تم نشرها أو تخزينها في أي وسيلة اعلامية، وتأسيسا" على ما تقدم فانني أتحمل المسؤولية بأنواعها كافة فيما لو تبين غير ذلك بما فيه حق مجلس العمداء في الجامعة الأردنية بالغاء قرار منحي الدرجة العلمية التي حصلت عليها وسحب شهادة التخرج مني بعد صدورها دون أن يكون لي أي حق في التظلم أو الاعتراض أو الطعن بأي صورة كانت في القرار الصادر عن مجلس العمداء بهذا الصدد.

توقيع الطالب: .... التاريخ: / /

THE EFFECT OF PERSONALITY TRAITS OF CAFÉ'S USERS ON THEIR APPROACH TO AND EVALUATION OF CAFÉ'S ENVIRONMENT

By
Rana Ismail Alyaseer

Supervisor
Dr. Abdulsalam Alshboul

Co-Supervisor
Dr. Natheer Abu Obeid, Prof

This Thesis was Submitted in Partial Fulfillment of the Requirements for the Master's Degree of Science in Architecture

Faculty of Graduate Studies
The University of Jordan

December, 2011

COMMITTEE DECISION

This Thesis/Dissertation (The effect of personality traits of café's users on their approach to and evaluation of café's environment) was Successfully Defended and Approved on November 27, 2011

Examination Committee	**Signature**
Dr. Abdulsalam Alshboul, (Supervisor) Assoc. Prof. of Architecture Technology	22.12.2011
Dr. Natheer Abu Obeid. (Co- Supervisor) Prof. of Behavioral Architecture	
Dr. Samer Abu Ghazaleh (Member) Prof. of Urban Design	
Dr. Nabil AlKurdi (Member) Assis. Prof. of Housing & Urban Planning	
Dr. Ahmad Abdullah Yousef Freewan (Member) Assis. Prof. of Architecture Design & Green Building *(Jordan University of Science and Technology)*	

DEDICATION

To the **five pillars** of my life: God, my parents, Ahmad, Fares and my family. Without you, my life would fall apart.

I might not know where the life's road will take me, but walking with You, **God**, through this journey has given me strength.

Mom, and **Dad (RIP)**, you are everything for me, without your love and understanding I would not be able to make it.

Ahmad, you always told me to "reach for the stars." I think I got my first one. Thanks for inspiring my love for transportation.

Fares, without you I would never be myself now, god bless you

My family, you have given me so much, thanks for your faith in me, and for teaching me that I should never surrender.

We made it…

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ABSTRACT

Cafés were considered as a main place for socializing and by time they became part of the city context. Throughout history cafés made a vital political and economical role for many countries that it was even considered as the third place for one's life only after home and work, though many people think that a café is just a place by itself while in fact it has more than ten different types. But Cafes in Amman tend to have specific types for them, different than the international standards, because of the cultural differences.

The personality traits tend to play a significant role in our interaction with the environment. Besides, personality is one of our subjectivity in dealing with the environment. This research investigates the effect of personality traits of café's users on their approach to and evaluation of café's environment.

Randomly Three hundred persons (300) filled two questionnaires; the first one consisted of (5) five sections; with a total of (54) questions. The questions explore the behavior of cafes' users, and the reasons for choosing those specific cafes. The other questionnaire was standard psychological questionnaire called the Big Five Factors Test which evaluates the personality of people depending on a physiological factors, the test identify people into five main groups; Extraversion, Openness, Conscientiousness, Neuroticism, Agreeableness.

It was demonstrated that the correlation relationship between Café's Aesthetic Evaluation Section and Personality Trait Factors Average was positive. Also, some of the environmental evaluation factors were affected by the personality traits within a range of (41%-42%).

Chapter 1
Introduction

Introduction

1.1 Preface:

This Study belongs to the Environment- Behavior research. It attempts to investigate a specific case of human environments which is the café. It has been previously established that probabilistic approach in understanding the interaction between people and their environments recognize the impact of human background or people's perception and cognition while experiencing their environments. Human background includes competence, culture, and personalities. Previous researches focused on the aspects of competence (physical and mental) and culture, only very limited researches considered the aspect of personality. This study considers this to fill in a gap in the environment –behavior research.

This research defines the meaning of cafés which has different terms amongst researchers depending on its roles in society. Sometimes the café can be a place for entertaining and in some countries it's a place where people gather to discuss issues such as political and social ones.

Depending on some empirical studies this research classifies the café into different types and styles, such as the American and the European style. These types are sidewalk café, internet cafés, tea houses, …etc.

The thesis concludes that the performance of the built environment depends on the interaction between the physical characteristics of the environment with its needs and the characteristics of users, based on the Big Five Factor theory in psychology. The conclusions were along the lines of the environment-behavior research which can contribute to architecture.

Personality traits do have a huge role in our interaction with the surroundings and especially the environments. This research is about the effect of our personality traits when we evaluate an environment, specifically, the built environment such as cafés.

This thesis discusses the evaluation of café's environment according to its users, and understanding how people's personality traits influence their judgments and interactions with café's environment. On the other hand, this research tries to fill the gap between designers and environment- behavior researches by studying the impact of people's perception and cognition while experiencing their environments depending on the aspect of personality.

1.2 Why This Research:

The research attempts to investigate the human personality and its influence on people's preferences, most of the research that dealt with the café environment relationship concentrated on the people's preferences. However it does not go deep into the aspects of the psychology of the perceiver. Furthermore there is a lack of researches that connect personality with behavioral phenomena.

The research will try to connect the objectivity of the café environment and the subjectivity of the users. It focuses on the personality factor, specifically the personality traits and the big five factors theory, and tries to connect the psychological structure of personality and it is effect on the evaluation of café environment.

The investigation will lead to understanding the relationship between the environment and people's personality traits depending on the big five factors theory which separates people in different categories depending on their traits which are Extraversion, Openness, Neuroticism, Conscientiousness, and Agreeableness, which will be reflected positively in designing architectural environments.

1.3 Research Application:

This research is significant on two levels:

a) Level of Research:

It attempts to fill a gap in previous environment – behavior research. It considers the role of personality traits in people's interaction with their environment.

b) Level of Application:

Understanding how people's personality traits influence their judgments of the environments they experience can help the designer in predicting people's acceptance designs. Cafés are specifically associated with people's taste of recreational settings; in the case of environments it is pragmatic in the sense of marketing and economics.

1.4 Study Goals:

This study aims to achieve the following goals:

1. To reveal any potential impact of people's personality traits on their judgments and interaction with café's environments.
2. To provide design professionals with an added knowledge base, this would help them to better predict people's responses towards their designs.

1.5 The Main Topics of the Thesis:

This thesis contains six chapters: introduction; theoretical background; historical background; research methodology; analysis and results and discussion. The first chapter is the introduction, preface, research problem, research application and study goals, those topics were discussed briefly in this chapter, while the second and the third one give a theoretical and historical background about different related subjects such as the personality traits theory, the big five factor theory, and some definitions for cafes.

The second chapter mentioned both; the international types of café and the types of café in Amman that concluded by the researcher according to the cultural and the general atmosphere of the capital and the international standard types of cafes. It also investigates the definition of environment and its subdivisions as in a built, social and psychological environment.

The history development of cafés throughout the world such as The Middle East, Europe, and North America was explained in the third chapter. Furthermore, the chapter showed the relationship between cafes and arts.

The fourth chapter talked about the methodology of the research that led to an accurate questionnaire which was based on the local culture, the general standards of cafés and the analysis for some international and local case studies.

The results of the questionnaire in the fifth chapter were recorded and analyzed by different equations to show the relationship between the big five factors personality traits and people’s evaluations of the café`s environment. Conclusions and recommendations were discussed in the sixth chapter for future studies.

Chapter 2
Theoretical Background

Theoretical Background

2.1 Personality Traits Theory:

As personality is one of the main variables in the present research, it is necessary to know what personality is. This part in the chapter discusses the concept of personality in general and personality traits in particular and its effect in people's evaluation of built environment.

2.1.1 Personality Definition:

The origins of the word (Personality) comes from the Latin word (Persona). Persona means mask, the mask was wore by the actors to indicate whether they were happy, sad, or angry, so the term personality is not easy to define. Allport defined personality as a dynamic moveable organization inside the person; it is the person's psychological systems and the one responsible for creating the patterns of behavior; such as the feelings and the thoughts (Allport, 1961).

From the definition above we can tell that the personality is an internal thing that leads to the behavior. We can notice that Allport (1961) said *"that the personality is psychological; by saying this it means that it's a combination of both physical and psychological aspect."*

Personality is a mixture between emotions, thought, behavior, and the psychological mechanisms (Funder, 2004). On the other hand, Mayer defined personality as an organized developing system inside the individual that shows the collective actions of that person's most important psychological subsystems (Mayer, 2007).

Two main types to study personality were mentioned by the American psychologist Allport (1937), the nomothetic and the idiographic. Nomothetic psychology is about the general laws that could be applied to different people. Pettigrew (1999), idiographic psychology is about understanding each unique aspect of a particular person.

In general, personality has different organized composite qualities: physical, mental, emotional, and social qualities.

2.1.2 Personalities Theories:

Different theories dealt with the personality according to different manners and perspectives, Humanistic theories, Trait theories, Biological and Genetic theories, Social–Cognitive theories.

2.1.2.1 Humanistic Theory:

Humanistic in other words means individuality; it is the division of the personality theory that focuses on the capacity for personal growth. These theories show that everyone's experience is unique, and each one's perception of the world totally depends on one's behavior. Humanistic theories are considered the basis for many therapeutic procedures on which modern counseling techniques are based. (Hewstone, et al., 2005).

2.1.2.2 Social Cognitive Theory:

How does the behavior get affected by both the social and cognitive processes? How do different personalities get resulted from different processing strategies?

Mischer who is specialized in social psychology and personality theory can help us answer the questions above. Mischel (1973) showed a set of psychological variables that can help analyze individual differences in cognitive terms. The variables are supposed to interact with one another automatically as we interpret them in the social world. Mischel in 1995 did different developments and finally he renamed those variables into cognitive – affective units in the personality system [1]. The model is basically a classification system of broad cognitive categories that describe the interaction in which it does lead to personality differences (Table 1). Cognitive theories are the ones that focus on cognitive process such as judging and thinking (Hewstone, et al., 2005)

Table 1. Types of cognitive–affective units in the personality system

Cognitive– affective units in Explanation the personality system	
Encodings	Units or for categorizing events, people and the self
Expectancies and beliefs	Relating to the social world and outcomes for behavior; self-efficacy
Affects Feelings	Emotions and affective responses to stimuli
Goals and values	Desirable and averse affective states and outcomes, life goals, and values
Competencies and self regulatory plans	Behaviors and strategies for organizing regulatory plans, actions and influencing outcomes of one's own behavior and reactions

Source: Psychology (2005)

2.1.2.3 Biological and Genetic Theories:

In 1967 the inhibition theory was developed by Eysenck. He said that *"people differ in extraversion – introversion which is based on the genetics and characteristics one has in the central nervous system"*. According to this theory, the brain gets the transmission of information from the environment by the sense organs. Eysenck said that *"extraverts have relatively weak excitatory processes and strong inhibitory processes. Based on that, extraverts tend to look for excitement from the environment."* (Eysenck, 1976)

"The behavioral differences between the extraverts and introverts are traced to various parts of the ascending reticular activating system (ARAS) - a network of fibers travelling upwards from the lower brain stem to the thalamus and cortext" (Hewstone, et al., 2005: 303).

Many psychologists used that theoretical formulation as a way to predict the behavior of extraverts and introverts in experiments. Some experiments were done on students, one of these; they handed a questionnaire to them to see where they prefer to sit in campus seating areas or libraries, extraverts tend to take more study breaks, walking and observing around the room, going out for coffee…etc.

Based on different results from the experiments done by researchers, extraverts make more errors than introverts on long tasks. Eysenck explained that extraverts generate reactive inhibition is way faster than introverts especially while performing long tasks. (Eysenck, 1976)

Despite evidence that support Eysenck’s theory, Robert Stelmack in 1990 did a comprehensive review that says introverts and extraverts have no differences in brain-wave activity when asleep or at rest. (Hewstone, et al., 2005)

2.1.2.4 Trait Theories:

Traits are used to describe personalities, in the early years of the psychological theories the term types was used. Sheldon (1954), categorized people according to three body types, see figure (1). Endomorphic body types are round and tend to love relaxation and are outgoing. Mesomorphic are well-built and strong thus they tend to be energetic and assertive in personality. Ectomorphicbody are usually slim and tall, their personality is somehow fearful and restrained. This theory was challenged by the modern trait theories because of its concept by the allocation of all people to a small number of categories.

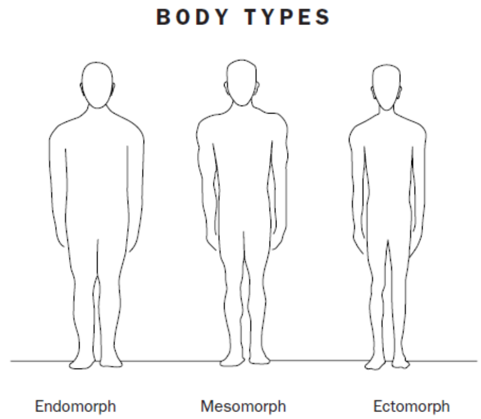


Figure (1)
Three body types, according to Sheldon (1954)
Resource: Psychology (2005)

Traits are considered as continuous not discrete entities, which means people aren't divided into categories but placed on a trait continuum representing how low or high each one is on a particular dimension. Simply because we all possess each one of those traits on various degrees, and thus, comparisons can be made between people. To clarify more, separating groups of people into groups of sociable versus unsociable is considered meaningless because theorists believe it's better to determine the amount of sociability each person has, which means some people will be very high in sociability and others very low while most of them will be somewhere in the middle. (Hewstone et al., 2005)

Gordon Allport made the first attempt to describe personality using traits.

2.1.4.1 Cattell's 16 Trait Dimensions:

Raymond Cattel developed Allport's work by using a statistical procedure called factor analysis. This procedure is tends to determine the structure of personality. According to Hewstone et al. (2005) factor analysis is used to summarize the relationships between groups of variables by identifying those that are different from the other groups of variables. While factor analysis can be used in personality theory to identify which group of variables reflects the structure of one's personality.

Cattell gathered a group of 4500 trait names from different sources, after that he started eliminating them by taking off the synonyms and metaphorical terms, finally to have 171 key trait names. Cattell's subsequent investigations yielded three types of data; those types are categorized as follows:

- L-data – which stands for life record data, the assessment of one's personality happed based on his behavior throughout his lifetime (e.g. ratings by friends, report cards, military conduct reports);
- Q-data – it refers to the data that is obtained from questionnaires (e.g. when asking people to rate themselves)
- T-data – This stands for objective psychometric test data (e.g. the Thematic Apperception Test). (Cattellet, al. 1970)

In 1947 Cattell developed a model of personality based on the basis of that research. The model includes 16 trait dimensions. Furthermore, he developed questionnaires in order to measure the 16 traits, Cattell named it the sixteen personality factors questionnaire 16PF (see table 2). (Cattell et al, 1970)

Table 2. Cattle 16 factors

Reserved---Outgoing
Less intelligent---More intelligent
Stable, ego strength--------------------------Emotionality/neuroticism
Humble---Assertive
Sober---Happy-go-lucky
Expedient---Conscientious
Shy---Venturesome
Tough-minded---Tender-minded
Trusting---Suspicious
Practical---Imaginative
Forthright---Shrewd
Placid---Apprehensive
Conservative---Experimenting
Group-dependent---Self-sufficient
Undisciplined---Controlled
Relaxed---Tense

Source: Psychology (2005)

2.1.4.2 Eysenck's Supertraits:

Hans Eysenck developed Cattell's theories, he also used factor analysis theories. Eysenck began his theory based on the extraversion – supertraits – neuroticism and introversion stability. (Hewstone, et al., 2005)

- Supertraits is considered Eysenck's three key traits, he referred to it as types.
- Extraversion is the tendency to interact with others
- Introversion is the tendency to avoid interaction with others, lack of sociality.
- Neuroticism is the tendency to get anxious and worried most of the time.

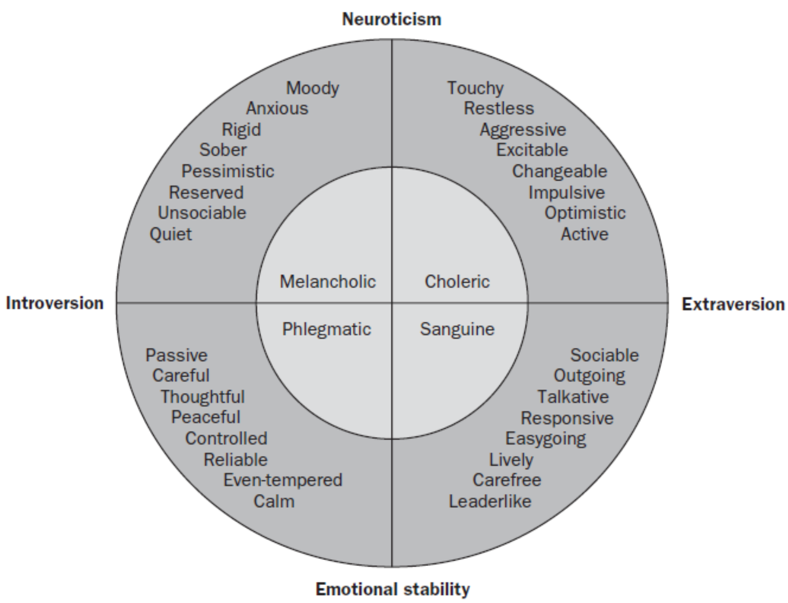


Figure (2)
Four personality types can be derived from the traits associated with Eysenck's two major personality dimensions of extraversion and neuroticism
Source: Psychology (2005)

According to the theory above, people who are highly extravert are relatively more sociable than the others; they are also outgoing and seek excitement. People who are highly introverted prefer to be cautious when planning their lives, they are quiet and introspective. While people who are highly neurotic are moody, vulnerable and anxious, whereas those who are low on neuroticism are calm, even-tempered and stable. Eysenck saw the supertraits of neuroticism and extraversion as independent. He believed that the different personalities come from the mixture of the two supertraits. (Hewstone, et al., 2005)

Table3: Examples of items from the Eysenck Personality Questionnaire.

Question	Trait
Are you a talkative person? Do you like going out a lot?	Extraversion
Does your mood often go up and down? Are your feelings easily hurt?	Neuroticism
Have you ever taken anything (even a pin or a button) that belonged to someone else? As a child, were you ever cheeky to your parents?	Lie scale

Source: Psychology (2005)

Figure (2) shows that traits that are associated with Eysenck's two major personality dimensions. People who have high levels of both neuroticism and extraversion have quite different traits than someone who is low in both. They are aggressive and touchy while those who got opposite levels

are sociable and carefree. Eysenck did as Cattell, he developed a questionnaire to measure his supertraits – He called it the Eysenck Personality Questionnaire EPQ. (Hewstone, et al., 2005)

2.1.4.3 Five Factors of Personality:

A different number of studies based on Cattell's variables came up with a simpler structure, that structure is based on five factors. (Hewstone, et al., 2005)

Table 4: The five factor of personality

Extraversion	Sociable vs. retiring Affectionate vs. reserved Fun-loving vs. sober
Agreeableness	Trusting vs. suspicious Softhearted vs. ruthless Helpful vs. uncooperative
Conscientiousness	Well organized vs. disorganized Self-disciplined vs. weak willed Careful vs. careless
Neuroticism	Worried vs. calm Insecure vs. secure Self-pitying vs. self-satisfied
Openness	Imaginative vs. down-to-earth Prefers variety vs. prefers routine Independent vs. conforming

Source: Psychology (2005)

The big five factors are extraversion, neuroticism, openness, agreeableness and conscientiousness, if arranged they would form the word CANOE or OCEAN. The neuroticism factor is sometimes called "Emotional Stability". Many disagreements are obvious when interpreting the openness factor but most of the times it's called "intellect". Each factor consists of a cluster of more specific traits in which those traits correlate together. For example, extraversion has different qualities as excitement seeking, warmth, positive emotions, activity and gregariousness (Matthews, et al., 2003)

The Big Five factors and their constituent traits can be summarized as:

- **Openness** – (curious/inventive versus cautious/consistent). Appreciation for emotion, unique ideas, variety of experience, curiosity and adventure.
- **Conscientiousness** – (organized/efficient versus careless/easy-going). People with that trait tend to act dutifully, aim for achievement; they show self-discipline and have a planned behavior rather than a spontaneous one.
- **Extraversion** – (energetic/easy-going versus reserved/solitary). People with that trait tend to be energetic, have positive emotions; they look for stimulation in the company of others.
- **Agreeableness** – (compassionate/compassionate versus unkind/cold). People with that trait are cooperative and compassionate rather than antagonistic and suspicious towards other people.
- **Neuroticism** – (nervous/ sensitive versus confident/secure). People with that trait have unpleasant emotions; they suffer from anger, depression, vulnerability and anxiety.

After understanding the psychological theories of personalities and since the big five factors theory is the last development and improvement in the psychological science and because it has more accurate sections in dividing people's character, it has been chosen as the theory which will be discussed and applied with the people evaluation of cafés environments in this hypothesis.

2.2 Environment Definition and Meaning:

The word environment is derived from a French word environ, which literary means the surrounding conditions that affect the growth of people, plants or animals. (Encarta, 2009)

Environment has several definitions; on the other hand it has different types which give it a kind of classification such as:

Natural Environment, Built Environment, Biological Environment, Ecological Environment Art Environment, Psychology Environment…etc

Singh (2009), according to Kurt Lewin, he classified environment into three types

a. Built Environment.
b. Social and Cultural Environment
c. Psychological Environment.

2.2.1 Built Environment Definition:

To define the built environment there are four characteristics that describe its definition, the first one is everything made, arranged or maintained by humans. Secondly the surrounding environment which tries to fulfill the human's purposes, needs, wants and values. Thirdly, trying to mediate or change the surrounded environment for the human being's comfort, to get the fourth characteristic would be by finding results which effect the environment's context. (McClure and Bartuska 2007)

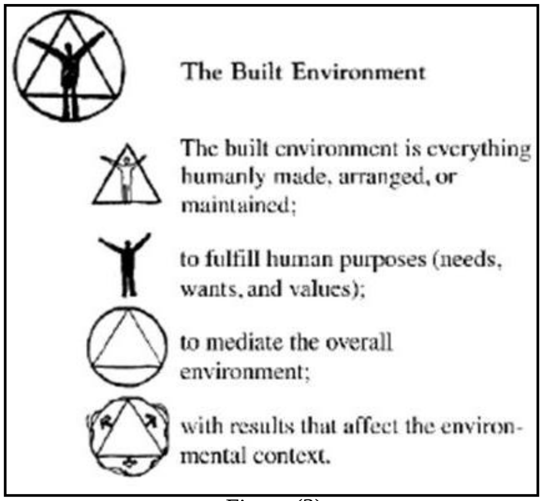


Figure (3)
The four characteristics of a built environment
Resource: The Built Environment: A Collaborative Inquiry Into Design and Planning

2.2.2 Social and cultural Environment:

Social environment includes an individual’s economic, political and social condition. The cultural includes the emotional and moral condition that influences the individual’s behavior. Society may be classified into two categories:

- An open society is very conducive for the individual’s development.
- A closed society is not very conducive for the development.

Human social environments include the social relationships, cultural aspects and the physical surroundings; elements which defined groups of peoples function and interaction. The components of the social environment include industrial, the staffing structure and the built infrastructure. The social environment accommodates many sides of the physical environment, while water resources and other natural resources have been created by human social processes. Social environments can be experienced at different sides, such as networks and cities and regions. Social environments are seen as a dynamic environment which is changed by time and is affected by people's interactions. (Barnett and Casper 2001)

2.2.3 Psychological Environment:

"A building is a kind of memory that provides a lasting framework for one's own actions and for those of others."

A. Lang, 1985[1]

Life space is a term that has been used by Kurt Lewin to explain psychological environment. The Psychological environment gives people the chance to understand the personality of each different person. Psychological environment could be described as the result of the interaction between the person and his own goals. (Singh, 2009)

The Environmental psychology is a field that focuses on the interaction between humans and the surroundings. (Proshansky et al., 1987)

Environmental psychology is based on a stimulus-organism-response (SOR) perspective (Mehrabian and Russell, 1974). Stimuli from the environment give rise to primary emotional responses in people.

Empirical studies showed that the meaning of the interior exists from the relationship between the object – the material space with its objects – and the subject, which is the person inhabiting it. (Markus, 1993)

1 Resource: www.leoncolor.com

These studies show that Environmental psychology has a role in architecture and interior design; when design variables affect customers' behavior. People's perception of their environment affects their interaction within that environment. Social interaction can be discussed in terms of four concepts: privacy, personal interaction levels, territoriality, and crowding.

Hall (1990) defines four distinct distances at which interpersonal transactions normally take place. These are Human Behavior and the Interior Environment. Categorized as: intimate, personal, social, and public figure (17).

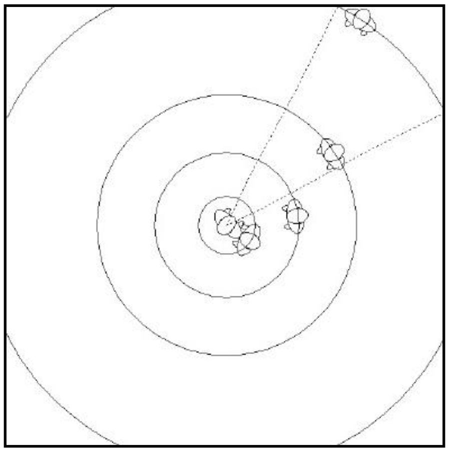


Figure (4)
Levels of Space: intimate, personal, social, and public
Resource: The Hidden Dimension

- Intimate space is the most private area for an individual; it is the one that involves both physical and emotional interactions.
- Personal space is the area in which a person allows only selected people to get to, most of the time they are the friends and the co-workers.
- Social space is the area where a person makes social contacts temporarily.
- Public space is the area in which the person doesn’t prepare himself to have any interaction with the others.

2.2.3.1 Psychological Environment and Café :

In some empirical studies a lot of terms have been founded to describe the relationship between cafés and the psychological environment, some of these terms are mentioned below:

2.2.3.1.1 Third Place :

It is a communal gathering place to unwind, meet, chat and connect. Third Places are crucial to a social community. In the current structure of social activities, as Oldenburg mentioned, bookstores, cafes, and bars seems to surpass libraries, playing as “Third Place”.

This term is used to refer to social surroundings separate from the two usual social environments which are the workplace and the home. Third place is important for civil society, civic engagement and democracy.

The home is considered as the first place and the workplace is considered as the second place because people spend most of their time on it. This tells us that Third places are a places that has community life and further broaden, they tend to have a more creative interaction than other places. (Oldenburg, 1991)

Without a strong third place, one may feel:

- Is not capable of connecting with other humans
- The lack of personal attention
- The lack of entertainment
- Is not capable of creating social relationships

The coffee shop has the potential of being a third place. One can visit a coffee shop, seat oneself in a temporary personal space, admire others or allow oneself to be observed.

2.3 Case Studies in Environmental Researches

2.3.1 Starbucks café as a psychological environment:

When studying the cafés and their role in society and history we find that the cafés are not just a built environment created by people, it's an environment that has an effect in people's responses and reactions, that's why it could be considered as an environmental psychology case study.

The café environment started to be the third place after home and work when Oldenburg mentioned that in his book The Great Good Place, Starbucks café which won the battle of third place at 2009 by introducing the mission statement of Starbucks which was "to inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time" The Starbucks agenda is not so much about coffee as it is about people. (Rice, 2009).

Starbucks believes that life includes relationships between people, thus, they need gathering places. It's a place to relax, where one can feel safe and have a sense of belonging. You can order a cup of coffee, stay in the café for any length of time you like as long as it is open, and no one can disturb you.

Then, Starbucks gives priority to satisfying the customers' demand of emotion. They change their focus, from selling coffee to coffee culture, from product to customers' experience and feeling. (Fang, 2008)

The environment there is favorable, which caters for modern cultural consumption. Coffee is only a carrier, which delivers a unique atmosphere to customers. In an attempt to make Starbucks a "home away from home", the café section of the store is often outfitted with comfortable chairs.

The Third Place represented by Starbucks, as well as by book bars, pays much more attention to environment and atmosphere.

Starbucks tries to keep the identity of the place by finding the same environment in all of the branches around the world. And they preserve this identity by the interior design which has the same touch everywhere, the tables, lighting system, the comfortable chairs, it could give you a felling belonging.

When Starbucks' primary goal was to maintain the quality of the atmosphere the free Wi-Fi service declined and that gave this café the chance to be a world café where people can meet to discuss and have conversations between each other after they find the friendly environment inside this café. Although you can get your individual area and privacy to make your own research using this service with a cup of coffee. Rice (2009) When Starbucks announced as a third place that means it can be a public space when connected with democratic issues.

2.3.2 Privacy dimensions: a case study in the interior architecture design studio:

The most used space in the architecture education department is the studio where students don't just use this space for lectures, but it is also used in their free time to finish their projects. This study deals with the effect of spatial characteristics of a design studio in the architecture department on privacy dimensions, built environment elements or furniture can be considered as effecting factors of a student's environment in a design studio. Students desks for example located in different ways to comfort the students during their study; sometimes they move them beside the window or other desks or any corner inside the studio on the other hand some students grouped the desks together depending in their mood.

Sometimes students try to create their own space by bringing some personal belongings like posters, flowers, and photo frames. (Demirbas and Demirkan, 2000).

This case study will try to find the relationship between privacy and studio design as requirements during the design process, (Altman, 1977. Newell, 1998) then privacy is defined as it varies for each individual due to different personal characteristics, cultural backgrounds, sex, age, economical, educational and social backgrounds(as it cited in Demirbas and Demirkan, 2000).

Some empirical psychological studies classified the privacy to six different kinds; solitude, reserve, intimacy, anonymity, isolation, and the two kinds of intimacy: intimacy with friends and intimacy with family. On the other hand Solitude is the environment condition for finding privacy and being unseen by others. (Demirbas and Demirkan, 2000).

The fourth year studio of the Department of Interior Architecture and Environmental Design at Bilkent University in Turkey was the object for this study, this studio was chosen because

several design subjects have been studied in this studio and students spent most of their time inside it so it was a very private space for them because of that. A free-plan has been used inside this studio to let every student create their environment which gives them the same comfort as their homes.

In this case study the researchers used two different questionnaires the first was consisted of multiple choice questions that started with general information about the students such as age, sex, where do they live (with their parents, in dormitories, alone, or with friends).

The second questionnaire consisted of numerical scale questions which measured the six states of privacy which was mentioned before.

There were **82** participants, **54%** were male and **46%** were female, the age range of the participants was between **21** to **27**, **45%** of them living with their families at home while **22%** were living at home alone, **10%** were housing with friends, **23%** were staying in student dormitories. **76%** of the participants had single bedrooms and very few shared rooms with others. (Demirbas and Demirkan, 2000).

The results achieved the purpose of the study which was trying to identify the privacy regulations in the design studio. Half of the students preferred their tables when they are seeking for privacy while the others don't feel this kind of privacy inside the studio.

The students' answers show that they felt crowded and rearranged their tables to set in groups, and that they are looking for intimacy with their friends and few of them arrange their tables beside windows and a corner which mean their privacy of being together with their friends. Other results showed that students defined their territories by dividing the space with partitions or personal belongings but most of them preferred smaller spaces.

At the end of the study there was a very obvious conclusion that students don’t use the design studio as a friendly private place unfortunately they are trying to escape from it to other places looking for their privacy because this studio doesn't have the spatial characteristic which help students to find their own space. The open plan and the large space caused this feeling inside of them so that shows there are other important factors beside the environmental elements that can be considered in further researches such as technical factors like acoustics, lighting and thermal comfort considerations. (Demirbas and Demirkan, 2000).

2.3.3 The Design of Psychologists' Offices: A Qualitative Evaluation of Environment-Function Fit

Psychologists' offices is a built environment that should meet several conditions to allow the clients to feel comfortable and the psychologist to record their reactions in a healthy settings. However psychologists recognize that their patients live under stress because of either daily routine or mental illness. (Antony and Watkins, 2007)

Therefore, the study of psychologists' offices as built environments can address a gap in environmental behavioral research. In this case study, the researchers attempt to determine the relationship between the design of psychologists' offices and the environmental elements that can affect clients' reactions during a session. After conducting interviews with 10 randomly selected psychologists in different buildings in the United State. This study has concluded that certain design features are necessary for a healthy, therapeutic environment. Such features include clocks, natural and artificial lighting, seats, windows, colors, thermal comfort, friendly decoration, noise control, specific room size, and plants. (Antony and Watkins, 2007)

The results indicate that a client seeking therapy is looking for a quite environment with natural features, such as trees and water, and landscape paintings to reduce stress, and facilitate the therapeutic session, Natural lightening was found to be more comfortable than was artificial lightening, especially fluorescent lighting which caused an uncomfortable atmosphere for the patient, although spotlights were more acceptable. Some psychologists seeking privacy in their offices will locate them on floors with non-reflective windows; others care about wall colors, with preferences going toward neutral colors over vibrant colors. Colors such as red or orange can lead patients into a nervous mood. Many simple details also play an important role in patients' reactions including carpets, wooden shelves, image frames, and comfortable chairs.

Overall the study concludes that psychologists' offices should connote a warm homey atmosphere. (Antony and Watkins, 2007)

2.3.4 Influence of restaurants' physical environments on emotion and behavioral intention:

Behavior inside any built environment, (Bitner, 1992) some empirical and theoretical studies defined the man-made, physical surroundings as opposed to the natural or social environment with term servicescape (as cited in Ryu and Jang, 2008)

So in this study the researches focused on the influence of restaurants' physical environments on emotion and behavioral intention by designing questionnaire divided in three parts customers' perception of dining environments, emotional states, and behavioral intention by finding people answers about several primary features which were presented in the questionnaire as below:

Facility aesthetics:

Facility aesthetics refer to architectural design, along with interior design and de´cor, all of which contribute to the attractiveness of the dining environment (Wakefield & Blodgett, 1994). When customers enter dining area they spent hours observing the interior design and decoration of the place which is mean they affected by different interior aspects such as color, furniture, pictures paintings, plants/flowers, or wall decorations. (As cited in Ryu and Jang, 2008)

- **Lighting:**

Lighting considered as one of the important factors affected the customers consuming inside any restaurant, most of the customers preferred the warm and comfortable lighting to experience that feeling of privacy inside the restaurants while eating their meals with their partners.

- **Ambience:**

Ambience means the non visual and untouchable characteristic which effect on customers during setting inside any built environment it is usually includes music, scent, and temperature (Baker, 1987 as cited in Ryu and Jang, 2008).

- **Layout:**

Layout means the arrangement of the objects inside the space such as furniture, equipments, and the good layout inside any restaurants has that role on customers' quality perception, the layout add that kind of excitement and pleasure inside the built space (Ryu and Jang, 2008).

Many other features showed that effect in restaurants servicescape such as employees and dinning equipment.

The researchers investigated these features and noted their results after filling 253 questionnaires which was divided in three parts: customers' perception of dining environments, emotional states, and Behavioral Intentions and they concluded that the facilities aesthetic is the most important factor which affected customers perception inside restaurants, while the ambiance is a factor playing a role in customer evaluation and acceptation inside restaurants when the staff trying to change these ambience depending on customers preferences. Also this study shows that employees one of the elements who affects people pleasure inside restaurants and their services playing that role in their acceptable and visit it. At the end the customer inside restaurants has several elements effected their perception and the psychological environment effects people behavior inside built environments. (Ryu and Jang, 2008)

After analyzing these case studies there were some important points shared in behavioral environment researches, that physical environment and some architectural aspects affected people perception and evaluation in different built spatial such as offices, collages, or restaurants whatever the built environment where people have their own evaluation depending on their intentions and personalities preferences.

Chapter 3
History and Typology of Café

History and Typology of Café

3.1 Café s Definition And Meaning:

"Coffee houses represent the democratization of conspicuous hospitality."

CemalKafadar[2]

Café is a French word that means coffee, while in the other languages it is written as:

Kaffee in German, koffie in Dutch, kavé in Hungarian, caffè in Italy, coffea in Latin, kahué in Turkish, kaféo in Greek, qahwah in Arabic. (Ukers, 2010)

The cafés were always the focus of study because of its active role in society, that's why the researchers always try to find definitions for this word.

However, the general definition of this word is:

A small restaurant that has an informal atmosphere, this restaurant serves snacks, drinks and sometimes light meals. Early 19th century Via French, "(place serving) coffee (Encarta, 2009)

But Kafadar (2002), said in A History of Coffee: *"Such places became a meeting place, where groups of 20 or 30 meet for pleasure."*

According to Cowan et al. (2005) the coffee house has been understood to be a unique social space, where people met to discuss life issues.

Cafés are a vital choice in the city life. (Montgomery,1997)

The coffee house in time became a place of all classes. In the mornings came the lawyers, brokers, workers, merchants, wandering venders and physicians; in the afternoons until nights came the leisure classes (Uker, 2010)[3]

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[2]CemalKafadar, Professor of Turkish Studies at Harvard University

[3]Uker, in his book All About Coffee these words was described the cafés in Europe

A café sets conditions for the guests' behavior; it is the means of expression of the person who addresses them – the host. By means of the food and the space he has the guest under control. (Grafe and Bollerey, 2007)

Coffee shops, particularly those of eighteenth-century England and France represent an idealized public sphere[4], one in which democratic practices and enlightened rationality were supposedly enacted through free and public debate. (Franko, 2004)

A place to relax, to be alone, to socialize, to read, to gossip, to meet people, to debate, plan, organize, write, draw, think, vegetate, prevaricate, hide, chew over, swallow, digest and ruminate.(Laurier and Philo, 2004)

Café is a form of community where these cafes occupied a central place in the civic society. Café nowadays could be considered as a cosmopolitan place. That coffee houses were places that provided and supported communal life and civil life in the city. (Laurier and Philo, 2004)

While Dees (2002), defined the Parisian café in her master thesis as a place for intellectual discussion and debate, and was by no means a late nineteenth century invention. (Dees, 2002)

In the United States cafés are define as an informal restaurant, while in most other countries it refers to a place which serves coffee, just like the American coffee house, but in Jordan specially Amman the café has both of the meanings (Muller and Woods, 1994)

There is a group of cafés that follow the American style which means it's an informal restaurant- and this is the majority of the cafés in Jordan- such as Belmondo café mekka street, on the other hand the second group of café follow the European style such as Gloria jean's and Costa café .

Which is meant that cafés as place could be classified into different types at the first step as an American style or a European style?

[4]Public Sphere: it happens when people freely discuss their social problems and through that discussion they get influenced on the political actions.

3.2 Café Styles:

From the definitions above, in general cafés have two styles and different types:

3.2.1 American Style

This term describes the café or coffee shop as in North America where it is could considered as an informal restaurant with full-service offering all kind of beverages and hot meals, also it tries to establish a family-friendly atmosphere (Davis et al., 1998)

3.2.2 European Style

The European style concentrates on offering beverages without any kind of meals. In Jordan the two types have been established to cover the attendance requirements after the high effectiveness of it in the community life style.

3.3 Types of Cafés :

3.3.1 Cafeteria:

A self-service restaurant or coffee shop, especially one in a workplace or school(Encarta, 2009) Exchange Buffet was the first self-service restaurant (not necessarily a cafeteria) in New York City, food was sold at a counter, and customers ate standing up. (Mariani, 1991)

Nowadays the cafeteria becomes a part of any commercial building such as offices, school, college, university, malls… etc

3.3.2 Tea-house:

A tea house is a place where tea is served, it is widely popular in the Chinese and the Japanese cultures (Encarta, 2009)

The tea houses became popular and as places for gathering, such as Twining Shop became the first known tea room which has been established by Thomas Twining in 1706, it has 216 branches in London today. (Standage, 2005).



Figure(5)
Tea-house in China
www.wikipedia.com

In Japan the Tea-houses are used for Japanese tea ceremonies. This is a place where tea was drank called chashitsu and it was created for aesthetic and intellectual fulfillment.(Ohashi, 1989)

3.3.3 Coffee Palace:

The Coffee Palaces appeared in Australia when the hotels which were built during the period of the 1880s were being left after revolutions, nowadays coffee Palaces are rarely found everywhere specially in the United Kingdom. (Denby, 2002)



Figure (6)
Federal Coffee Palace in 1889
Resource: www.wikipedia.com

3.3.4 Public House:

Shortening of public house U.K. bar: a bar that may also serve food it's become popular at the Mid-19th century.

(Encarta, 2009)

A new space was added to the Pubs' interiors called sung or smoke room. It was a small private room with a small corridor to the bar and served other beverages with tobacco. The beer and other drinks were expensive for People who are looking for privacy. (Jackson and Smyth, 1976)



Figure (7)
Ye Olde Fighting Cocks the oldest Pub in England
source: www.wikipedia.com

3.3.5 Sidewalk café :

A sidewalk café is an outdoor area located on sidewalks of any pedestrian street (Cairo's Street Stories: Exploring the City's Statues, Squares, Bridges, Garden, and Sidewalk Cafes, Lesley Lababidi, 2008)



Figure(8)
Sidewalk café in Paris
Resource: www.flickr.com

The sidewalk cafe is a good example of individual pleasure where people interact with others through watching streets and its activities (Montgomery, 1997) And it’s very common in Jordan especially after the pedestrian streets have been rebuilt in Amman like Alwakalatstreet in Swafieh and rainbow street in Jabal Amman. However when people are looking for a small cup of coffee with an observation experience exclusively they just can go to Ayam Zaman chair in Rainbow street or Aroma café chair in Wakalat street.



Figure (9)
Sidewalk café in Alwakalat street Amman
source: www.sha3teely.com

3.3.6 Café Scientifique:

The Café Scientifique is defined as a place where, for the price of a cup of coffee or a glass of tea, anyone can meet to discuss the latest ideas of science that are impacting society.(Dallas, 2006)



Figure (10)
Café Scientifique in the British council in Britain
Resource: www.cipast.eu

3.3.7 Internet Café :

Internet cafés are places that have an access for the internet and provide their customers with foods and drinks (Guroland and Sevindik 2006).

The most popular internet cafés is the café chains Starbucks, Gloria jean's, Costa café…etc



Figure (11)
Gloria Jean's one of the café chains which provide the customer with free internet service
Resource: www.anfera.com

3.4 Types of Cafés in Amman :

Despite the lack of classification for cafes in Jordan and Amman in detailed specification, the researcher concluded the types of cafes in Jordan based on some common criteria and the researcher's architectural point of view that more than one café share, the types that were concluded go as following:

3.4.1 Traditional cafes:

Are the ones that have the feel of the culture within their spaces, the furniture, the design and even the menu have traditional elements that distinguish that certain café from others and make it somehow connected with Jordan, it is a place where you can see the identity of the country, i.e. Jafra.



Figure (12)
Jafra café as traditional café
Source: www.facebook.com

3.4.2 Modern Cafés:

They can be identified by two ways: they are either a branch from an international café which means the café itself shifted its foreign identity to Jordan i.e. Starbucks and Costa Cafe, or it can be a Jordanian café that has globalized architectural elements and a sense of style i.e. Bianca.

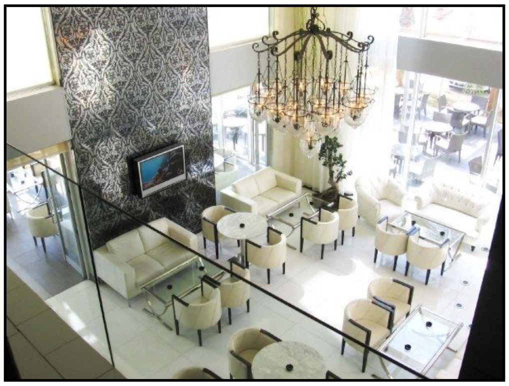


Figure (13)
Bianca café as a modern café
Source: www.facebook.com

3.4.3 Sidewalk Cafés:

This type is also popular internationally but in Jordan it has some factors that differentiate it from the international standards, what it shares with the global standards is that it is found in pedestrian streets while in Jordan it can also be found within Malls and public centers such as Aroma.



Figure (14)

Mijana café as an open area café

Source: www.facebook.com

3.4.4 Open Area Cafés:

They are the cafes that have an open area; they are very popular in Jordan due to their beautiful views and the normal weather i.e. Le Mirabelle.



Figure (15)

Blue Fig café as a best view cafe

Source: www.facebook.com

3.4.5 Best View Cafés:

They are the ones that are built on a place where it has a beautiful view, and they can be either open or closed ones but what makes it a popular type in Jordan is the fact that Jordan has different beautiful views that vary from natural ones to man–made ones i.e. Blue Fig.

3.4.6 Good Location:

Some cafes in Jordan are popular due to their locations and what defines a good location is the fact that it is a place where people like and visit it commonly, locations like this are the ones that are highly visited as in Sweifieh, Abdoun and rabyah i.e. Tche Tche.



Figure (16)
Tche-Tche café as Good location café
Source: www.facebook.com

3.4.7 Cafés with Playing Areas:

Cafés such as this mostly target families because in our culture cafes are visited by families a lot and they are not being exclusive to the youth and adults i.e. Oriental.

3.4.8 Cafés for entertaining:

Those cafes mostly target teenagers and those slightly older, they offer TV screens that plays sport matches as well as cards and board games, they are rarely visited by the female gender i.e. Tarkasat.



Figure (17)
Second Cup café as a café with free internet service
Source: www.facebook.com

3.4.9. Internet Cafés:

They are the ones that offer internet service either for free or paid, in addition they offer all the regular beverages and desserts that a normal café offers i.e. 2nd Cup.

The shops or coffee houses were used as a place of gathering by a group of people, either for entertainment, playing games, or pleasure and literature seeking. Kafadar (2002) claimed that coffee houses gained more popularity in the Ottoman Empire when the Turkish people preferred to pay less money on coffee rather than paying more on light snacks, which means it was cheaper for them and more entertaining. Schems and Hekem offered coffee with a very reasonable price that almost anyone can afford (Ellis, 2008).

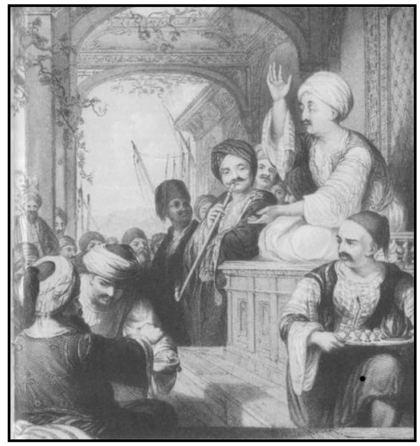


Figure (18)
The coffee houses become meeting places in Ottoman Empire
Source: www.wikipedia.com

After coffee houses gained popularity in Istanbul because of their use as a means of pleasure and relaxation, they started to effect the economic life there. This began to be used as investment projects.

After a century, coffee became a daily drink in most of the Arab countries and also Iran and India, it then spread to Europe with the opening of one in Isfahan, Delhi, Oxford, Vienna and Paris. It became more popular before the end of the 17th century. (Kafadar, 2002)

During the 17th and 18th centuries, the coffee houses existed as a place of socializing through conversations and interactions. (Cowan, 2005)



Figure (19)
The Coffee Houses in London in 1660's
Source: www.abeldanger.net

PasquaRosee who was a Greek Orthodox servant established, in London 1652 the first coffee-

house, he opened it in St Michael's Alley Cornhill. It was a good location because it was the center of the financial region of the capital. The place itself was supported by merchants.



Figure (20)
Lloyd Coffee House in London
Source: www.nmm.ac.uk

Later, early coffee houses were a place for business interactions. Though there were some differences between the coffee houses of London and those of Istanbul yet there was also some similarities between them, business interactions is one of them. (Ellis, 2004)

After the social impact of the coffee houses in the English community, it began to show its political influence through free discussion, which was discussed by politicians during their meetings there. (Barrell, 2004)

The French cafés began in 1671 when an unknown person opened a coffee house in Marseilles, near the Exchange; during that time Parisian coffee houses in France started as a sociable place, which were later called cafés. (Ukers,2010)



Figure (21)
Procope Café in France 1689
Source: All About Coffee book

But the coffee houses and coffee wasn't accepted by the French until the year 1689, they were founded in Paris and clearly show that they were influenced by the Oriental coffee house. Café de Procope was opened by Francois Procope and was a popular café in France.

Procope was a café that served Lemonade, after his working in beverage services he got a license from the royalty to sell ices,

lemonade, barely water, spices and other refreshments. After he recognized the coffee as an oriental beverage he added it to his list, and attracted a large base of customers. (Ukers, 2010) Through the 18^{th} century, Procope became a place of gossiping and intellectual meetings. (Weinberg and Bealer, 2002).

After the opening of Café de Procope, coffee houses established in Paris. During the reign of Louis XV, a total number of 600 cafes were in Paris alone. By the end of the 18^{th} century, there were more than 800 cafés. By 1843, the number increased dramatically to more than 3000 cafés. (Ukers, 2010)

At the end of the seventeenth century and the beginning of the eighteenth century, coffee was being traded hugely with large quantities from the Arab World toward Europe. During that time too, coffee houses opened in Vienna and Venice. In London alone there were more than 2000 coffee houses. During the late 18^{th} century, coffee houses had spread to England to Europe, also to America and the Iberian Peninsula.

3.5 Cafés Across The World

3.5.1 Cafés in the Middle East

As mentioned above, Coffee origins started in the Middle East through the trading activities of the Ottoman Empire. This was the actual beginning of coffee and coffee houses. A century ago, Cafés were found in Mecca as a public meeting area where people discussed life issues and as entertainment.



Figure (22)
Coffee houses in Middle East in 1800's
Source: www.wikipedia.com

According to Kafadar (2002), the coffee houses reached its climax when everyone considered it as a place of pleasure and relaxation. They were crowded at some points that they didn't have a room to sit or stand. At some times it was being visited by specific groups of people like the military and others. (Kafadar, 2002)

Later there were multi uses of coffee houses as Thevenot, who stayed in Istanbul in 1655 said *"Many go to coffee shops simply to chat with one another, coffee houses had violinists inside them, and musicians of different kind of instruments were also there, visitors used to listen to music and play card games, backgammon. They used to hold poetry competitions as well*." (Kafadar, 2002)

In the 20th century, when the civil life term appeared, the coffee houses throughout the Middle East became social blocs and a symbol of democracy where people can discuss their political topics without title or fear. That started to appear in Syria and Egypt where the coffee houses become a part of traditional life and a place where people can express their secrets, pains, and pleasure. (Kafadar, 2002)

Many coffee houses or cafés names are still living until now, because of the charming of their mysteriousness or history, especially when this history included some great names as a daily guest such as Cafe Riche, Café Fishawy, and in Egypt, when Naguib Mahfouz was visiting these cafés and he wrote some of his novels inside them like his great trilogy Bayn al-Qasrayn which was written at the Riche (Roberts and Pierandrei, 2002)



Figure (23)
Café Fishawy in Cairo Khan Alkhalily
Source: www.flicker.com

These cafés were a source for his characters in his novels. The faces of the visitors, the discussions between Activists, the universities' students and their political opinions all inspired him to the making of at least one of his characters. That's why cafés wasn't just a place of meeting or drinking coffee or even tobacco (Shisha), it was a place where people -including artists, novelists and journalists – could have their privacy at a public center. (Montgomery, 1997) In Damascus the first coffee house was established in t he 15th century and the Syrian people were one of the reasons which let the coffee houses' culture become a public city culture when they opened the first coffee houses in the Ottoman Empire. While cafés in Egypt got their popularity from the history of the place, the cafés in Syria got their popularity from the soul of the place, the luxurious interior designs, the fabulous locations and their gardens. According to Ukers (2010)

the people at all levels in Damascus were visiting these cafés to get some relaxation in a luxurious environment.

While Cafés in Damascus were luxurious, it was different in the city of Beirut. (Khalaf, 2006) In 16th century the city of Beirut was a small, walled town with seven gates, which were shut and locked each night (Khalaf, 2006).Acoording to Barclay (2007), in the 17th and 18th century there were cafés inside the walled city. At that time in the Middle East the cafés were visited by men while women were used to meet at private areas such as houses or women public bathes. On the other hand the cafés became a place of meeting, playing cards or backgammon, smoking, business, trading and seeking employment. (Ukers, 2010), coffee houses became more vital as they became a literary forum in the Middle East. Then it became a place of exchanging information and also by word of mouth. (Hattox, 2002)

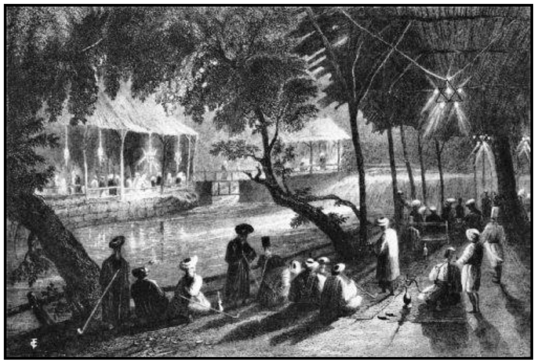


Figure (24)
Riverside café in Damascus
Resource: All about coffee book



Figure (25)
Terrace Café in Lebanon
Resource: telegraph.co.uk

3.5.1.1 Café Alriche in Cairo:

"The Whole World is Cafe Riche"

NaguibSurour5

Alriche is one of the most popular cafés in Egypt, it was located in central Cairo, opened in 1914, the café was a place for meeting. All of these visitors used to come in large numbers.

The story of this café started when Prince Mohammad Ali settled in Soliman Pasha Square in el-Manial Palace. Later on, the palace was sold to Nobar Pasha. One part of that palace site was constructed (Roberts and Pierandrei, 2002). According to the revenue files of 1910-1918, Cafe Riche occupied part of this building as a coffee house.



Figure (26)
Café Riche Façade in Cairo in 1960's
Source: Al-Ahram Weekly, Issue No. 462, 1999

The owner was Bernard Steinberg, a German businessman, Later it was bought by the French Henry Recine and he is the one who named it Café Riche. In 1916 the café was sold to a Greek businessman called Michael Nicolapolites. The café was comfortable and informal, its open doors gave a good view of the street and its activities, many tables were placed on the sidewalk of the café but later they were removed in 1990s.(Roberts and Pierandrei, 2002)



Figure (27)
Café Riche Location in the downtown
Resource: www.flickr.com

5 Youssef Rakha , Al-Ahram Weekly,issue number 462, 2000

Nowadays, the café retains its two major halls; the restaurant and the coffee house. The restaurant is decorated with different photographs of Egypt's novelists, actors and celebrities who were permanent customers of the café; Naguib Mahfouz was one of them. (Roberts and Pierandrei, 2002)



Figure (28)
Café Riche walls have portraits of the famous customers who visited the café over the past years
Resource: www.flickr.com

The café played a huge role in the revolutionary movement in Egypt, especially the one that occurred in 1919, it was considered to be the secret meeting place of the revolutionists. Saad Zaghlul and others met there to plan their strategies.

Even the 1952 revolution was one of the events which was planned by Gamal Abdel Nasser and his colleagues who were meeting there to discuss the revolution against King Farouk in a Alriche Café,. (Roberts and Pierandrei, 2002)

Many literature pieces have been written in this café by famous novelists or writers such as Bayn al-Qasrayn Naguib Mahfouz's novel, Tawfiq al-Hakim wrote his play Unwelcome Guest on Alriche café tables. The Cheapest Night; another novel got its ideas from the regular visits of Yusuf Idris to Café Alriche and his discussions with his friends inside this café, but Taha Hussain didn't write a novel like the others, he preferred to launch his literary magazine from

Cafe Riche, the magazine was called Al-Katib al-Misri. (Roberts and Pierandrei, 2002)

The golden age of café riche was within the period of the 1950's until the 1970s, a documentary filmmaker Gamal Qasim was asked to do a 20-minute film project about the café which he refused unless it gets expanded into at least a one hour feature.[6]

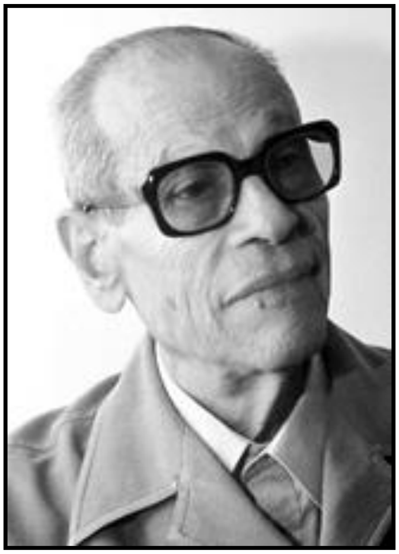


Figure (29)
Naguib Mahfouz a special regular customer at Riche Café
Source: www.myhero.com

By the end of 1990, the café was closed, a case was opened between the owner and the government but later the owner won the case. In October 1992 an earthquake occurred that caused serious damage to the café. As a result, the café was closed for a very long period of time.



Figure (30)
Unwelcome Guest a play written by Tawfiq alHakim in Riche Café in 1918
Source: www.ptapchicago.org

In 1999 the café was reopened, the clients had changed by then, it had more international visitors than local ones. It's now considered as a nostalgic place. It has within its walls the national identity. After its closure, it's popularity faded. (Sadat, 1977)

6 Rakha, Youssef. "Down to the Cafe, Again," in Al-Ahram Weekly 2000

3.5.2 Coffee houses in Europe:

The history of coffee houses in Europe started after the spread of the café culture in Ottoman Empire, when the Arabs exported their beverage to the world. The beginning of coffee houses started between 17th - 18th centuries, at that time people drank this beverage without coffee houses.

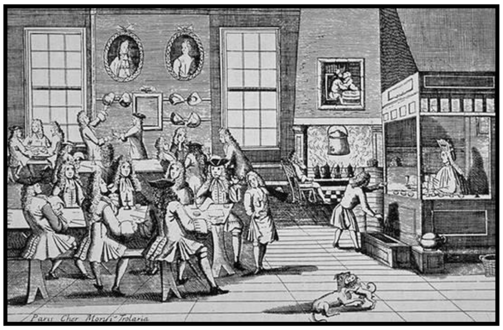


Figure (31)
Coffee House in London in 1700
Resource:www.talktalk.co.uk

The coffee houses in Europe wasn't accepted before 1650 when a certain Jew from Lebanon, Jacob opened one, it became the earliest English coffee house, chocolate was also sold there.(Ukesr, 2010)

A century later, the first coffee house in London opened in 1652 by PasquaRosee. But the first coffee house in London opened just a century later, in 1652, by a Greek Orthodox servant called PasquaRosee. (Ellis, 2008)

According to Ellis (2008), Henri Mission who was a traveler remarked that Coffee houses are very numerous in London, you can get news from there, and you had a fire that you can sit beside as long as you want. You meet your friends and you don't have to spend a lot of money.

The contemporary images of coffee houses give a general idea about their architecture during a certain period of time. For example, A London Coffee House which is done by an unknown artist and mostly dated to around 1705, demonstrates the physical architecture of a standard coffee house during that time. The coffee room had mostly a long central table, men used to drink coffee, read newspapers and smoke pipes around the table. It's clear that those men were talking about issues of politics, social world and commerce. (Ellis, 2008)

Ellis (2008), there were numerous coffee houses in London by 1708, then coffee houses became public social houses where patrons could socialize. (Cowan, 2005)

Cowan says: "The coffee house was a place for like-minded scholars to congregate, to read, as well as learn from and to debate with each other, but was emphatically not a university institution, and the discourse there was of a far different order than any university tutorial."(Cowan, 2005:91)



Figure (32)
St John's Coffee House in England Where people met for entertainment
Source: www. libedge.blogspot.com

English coffee houses had some special characters during their height in popularity, they became the "town's latest novelty", When the relaxed atmosphere, and the cheapness of coffee house make it more sociability and rose up the demand of it. (Ellis, 2004). Coffee houses were widely visited by writers especially in the early 18th century, many manuscripts were produced there, it was an inspiring place because it has most of the social classes. (Ellis, 2008)

Cowan (2005) considered the term "civility" to coffee houses in the sense of a peculiarly urban brand of social interaction which valued sober and reasoned debate on matters of great import, be they scientific, aesthetic, or political.

The coffee houses in England gave the chance for the café to be established in France (Ukers, 2010)



Figure (33)
Coffee Houses in London Today
Source: www. usingenglish.com

Pascal, the Armenian, first sold coffee publicly in Paris in 1672, then Stephen from Aleppo, opened a coffee house.

All these Oriental styles of coffee houses were

essentially of the lower order, and they were a place of attraction for the foreigners and the poorer classes. Gentlemen and Fashionable people didn't care much about this type of public house. But later, a better place was considered for such people, places that had candles, mirrors, marble tables and other luxurious decorations. (Ukers, 2010, 103)



Figure (34)
Discussing the War in a Paris Café in 1870
Source: www.wikipedia.com

Not until 1689 did a real French adaptation of the oriental café appear. This was the café de Procope. (Ukers, 2010)

Within the nineteenth century, the cafés were visited by the intellectual class and with the new modern feeling of Paris; the cafés would take their place as a haven for artistry, literacy discussion and debate. For visitors of the Parisian café, the widened boulevard and sidewalks were more accommodating to the tables and chairs that could be placed outside the establishment, later cafés were not restricted to politics and class levels, they became a center for fashion discussions and gossips when these people met to talk and been showed by others.



Figure (35)
Procope Café in Paris a place for meeting and Discussion
Resource: www.subcreator.com

The fashionable Paris society was not the only one who would enter the new café life. The art world also in Paris was rapidly changing in the mid nineteenth century. Institutions that shaped the art world for centuries were beginning to weaken. For the artists who would break away in this

changing time, the café would serve as a haven for those whose modern ideas were not welcome in the formal, established art community.



Figure (36)
Coffee Houses in Germany in 17th Century
Source: All About Coffee Book

Coffee as a beverage was introduced to Germany in 1670. It appeared at the court of the great elector of Brandenburg in 1675. Other regions such as: Leipsic, in 1694; Nuremberg, in 1696; Regensburg followed in 1689; Augsburg, in 1713; and Berlin, in 1721.

People in old Berlin knew coffee houses when the Jewish Philipp Falck opened a jewish coffee house in SpanduaerStrasse. During that time (1712 – 1786) many cafés were in the metropolitan district of Berlin. Besides, there was also tents that used to serve coffee as a beverage. (Ukers, 2010)

On the other hand, a romantic story has been woven around the introduction of coffee as a beverage into Austria, which was when Vienna was besieged by the Turks in 1683.



Figure (37)
Coffee Houses in Austria
Source: All About Coffee Book

Vienna got the title “mother of cafés”. The Viennese had a habit of having their daily beverage every afternoon. (Ukers, 2010)

A number of others opened coffee houses and acquired some little fame during the lifetime of the first kaffee−sieder.

3.5.2.1 Procope Café in France:

According to Ukers in his book about coffee, a writer descried the place: "The Café de Procope was called the Antre [cavern] de Procope, because it was very dark even in full day, and ill–lighted in the evenings; and because you often saw there a set of lank, sallow poets, who had somewhat the air of apparitions." (Ukers, 2010: 104)

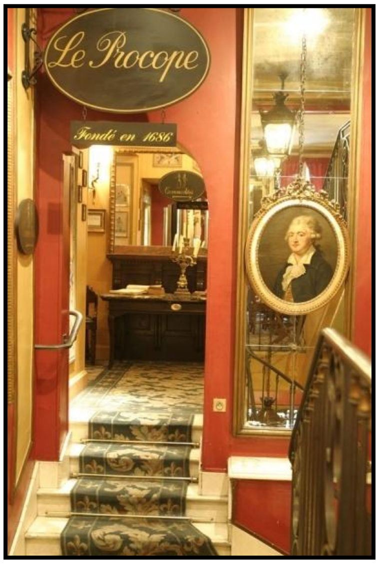


Figure (38)
Procope Café Entrance
Source: www.lovesicily.com

The good location of Café de Procope made it a place for different people to gather, such as French actors, dramatists, musicians and authors. Voltaire was a prominent customer until the café closed. His favorite drink was a mixture of coffee and chocolate. (Ukers, 2010)

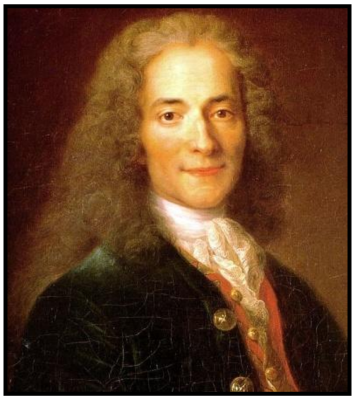


Figure (39)
Voltaire a special regular customer in Procope Café
Source: www.wikipedia.com

Benjamin Franklin was considered by many Europeans as the most famous thinker of the American Revolution, he used to visit the café and when he died in 1790 the café went into mourning. All the walls from the inside and the outside were covered with black banners. During 1789 you could find characters such as Hebert, Danton and Napoleon Bonaparte.

3.5.3 Coffee houses in North America:

The first one to acknowledge the coffee to North America was Captain John Smith, he knew coffee when he travelled to Turkey.

At Chicago in 1839, Lake Street coffee house was located at the corner of Lake and Wells Streets, during 1843 and 1845 there were two coffee houses listed in the Chicago, the Washington coffee house, and the Exchange coffee house. (Ukers, 2010)

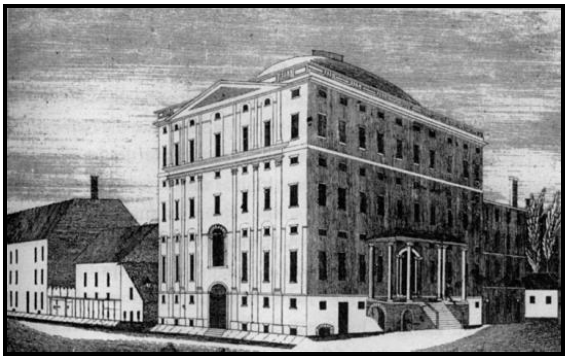


Figure (40)
The Exchange Coffee House established in Boston in 1808
Source: All About Coffee book

From the early days of coffee houses, they became one of the big businesses in the city of New Orleans . (Ukers, 2010)

Different coffee houses were established in Massachusetts, Boston and others. No one knows for sure when the first coffee was founded in North America but mostly between 1660 and 1670. It is reasonable to suppose that it came as part of the household supplies of some settler, and it had been introduced by some British officers, who in London had made the rounds of the more celebrated coffee houses of the latter half of the seventeenth century. (Ukers, 2010)

While the coffee houses of early New York were the same as those in London and Paris. (Ukers, 2010)

The old types of coffee houses, which were popular in Europe and The Middle East started to lose their popularity in The United State of America in the 20th century when the coffee houses chain started to appear such as Starbucks, Gloria jean's, Costa Café, and Republic Café…etc. later these chains began to spread all over the world from west to east and from north to south, which gives a new face for the cafés' environment and purposes. Later on, these chains started to promote for their own coffee brands. (Ukers, 2010)

The old coffee houses and cafés still have their customers who are looking for the charm of history inside the mystery of these old cafés while the youth of the 20th century look forward to the practical way of life style which gave these chains their popularity.

3.5.3.1 Starbucks Café:

Starbucks café is an international chain of coffee houses that originated in Seattle, Washington, United States, it was founded in 1971.It the largest coffee house company in the world, with 17,144 stores in 49 countries, including approximately 11,100 in the United States, nearly 800 in Japan and more than 1000 in Canada. (Rice, 2009)



Figure (41)
Starbucks Café one of the largest coffee house chains around the world
Source: www.flickr.co

In 1971 three partners opened the first Starbucks café. They are: Jerry Baldwin,Zev Siegl, and Gordon Bowker, two are teachers and the third one is a writer. (Rice, 2009)

Chains usually had some differences from the old cafés even in the internal design and their environment. The design style and lighting was a very important part in creating the warm atmosphere. While the most important aspect in chain businesses is to uphold similar branches everywhere and try to have people enjoy the same experience of the place wherever they go. (Rice, 2009)

On the other hand, Starbucks café decided to offer a special moment for their customers to gather their thoughts and center their selves inside the place, by creating that kind of interaction between customer and place through the philosophical vision of the third place[7]. (Rice, 2009)

[7] Third place: The 'third place' is a phrase coined by contemporary sociologist Ray Oldenburg. Oldenburg (1990) postulates that the third place is a term referring to a public place where people gather for the social satisfaction that they can't get from the first two domains of the home and the workplace

Today, Starbucks kept its strategy of making the café as a place for socializing; this is clear in all its advertisements and websites. It’s about one person, one cup and one neighborhood. (Rice, 2009)

3.5.4 Coffee houses in Asia:

Dr. Sartori Kato heard of coffee as a new beverage, then he tried to produce a soluble for of coffee which was introduced in 1901 and that was the first known coffee in Japan but the culture of coffee and coffee houses wasn't extended in Asia such as Japan or China like as it was in Europe or The Middle East, because tea was and still is the traditional beverage, which has a special ceremony for tea which makes them more interested in tea-houses. (Ukers, 2010)



Figure (42)
Tradition Tea-house
Source : www.commons.wikimedia.com

Tea-houses in Asia were playing important roles as cafés in America, where People were gathering to socialize and enjoy drinking tea

In Japanese tradition, the tea-houses are for ceremonies and gatherings which were known as chashitsu; tea rooms, these rooms are usually small, simple and made from wood, located in the gardens, grounds of private homes and the grounds of temples, museums, and parks. The smallest tea-house had two rooms: the main room designed to host the gathering where tea is served, while the guest prepares the sweets and equipment inside the room, the wooden floor was covered by around three tatami mats[8].(Argenti and Stanley, 2002).

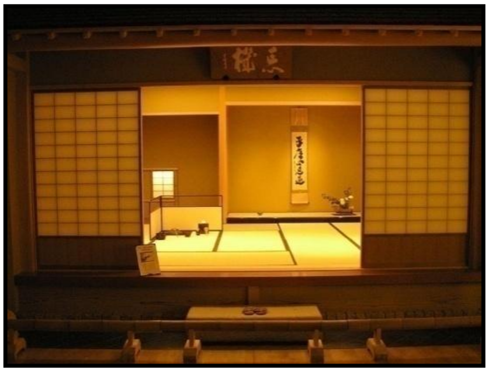


Figure (43)
Interior design of a Tea-house
Source : www.wikipedia.com

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8 Acoording to*(Encatra, 2009)Tatami mat*: Japanese straw mat: a straw mat made of rice straw, used especially in Japanese homes as a floor covering

Today's Asia has many tea-houses, where people go to drink tea, meet friends, listen to music and poetry. Although coffee has became a popular drink in Asia there are some people that still prefer tea as a traditional drink, especially in green flavor. Coffee gets some popularity around Japanese when the first coffee shop in Japan was opened 1988 in TokyoUeno. The first coffee shops followed European trends pretty much, especially late Paris designs. Around 10 years later the coffee house chains started in Japan when the first Starbucks café established in Tokyo in late 1996, and that was the beginning of coffee to be acceptable in the Asian culture as a daily beverage like others. (Argenti and Stanley, 2002)

3.6 Café and Fine Art

Coffee wasn't just a beverage to drink it is also inspired many poets, musicians, and painters to reflect their ideas through their works. Many of paintings throughout history recorded the development of cafés and their social and political role around the world.

Fine art is the art that is created for aesthetic purposes. (Random House Inc, Random House Webster's Unabridged Dictionary, 1999)

While according to (Chisholm, 1922) fine arts is all about painting, sculpture, poetry and music with a minority of drama and dancing.

3.6.1 Café and Paintings:

As the coffee has that effect on arts the cafés which were considered as a place for people gathering and exchanging ideas, it has the same effect on the major and minor fine arts.

Even artists need some inspiration so they try to watch people to get some new ideas and that was a new habit for artists in the sidewalk cafés, using people’s daily lives as a subject for their new paintings by observing the interaction between people and the outdoor atmosphere.



Figure(44)
In the Club at White's Coffee House, 1733by William Hogarth
Source: All about coffee

A lot of paintings presented the social life and coffee culture through history and these paintings gave the researchers the chance to understand and collect data about the coffee cultutre and cafés development through history. Of those artists; William Hogarth, the famous English painter,

chose the coffee houses in his time as a subject for his paintings. In his series, "Four Times of the Day," (Ukers, 2010)



Figure (45)
"Petit Déjeuner" by François Boucher
Resource : www.wikipedia.com

In Italy Alessandro Longhi (1733–1813), presented the social life in Venice, while he was a visitor in one of the cafés there he tried to record the daily habits and interactions between customers and life itself. (Ukers, 2010). But in France the artists show different interests in their paintings such as François Boucher (1703–1770) he is the one who painted Louis XV and drew "Petit Déjeuner" and his paintings are hanged in louver nowadays, his painting shows a French breakfast-room of the period of 1744, when people in France started to introduce coffee as a daily home beverage and how the coffee service was being a kind of protocol in the French breakfast. (Ukers, 2010)

In Vienna, Franz Schams introduced the culture of coffee and coffee houses by a special picture called "The First Coffee House in Vienna", 1684, which is owned by the Austrian Art Society. (Ukers, 2010)

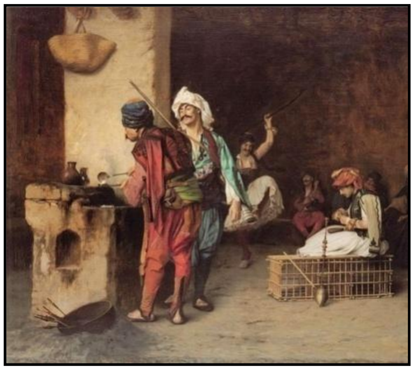


Figure (46)
Coffee house at Cairo—painting by gérôme in the metropolitan museum, New York
Source: www.1st-art-gallery.com

Later, the charm of The Middle East started to reflect on artists' works as it being the original home of the famous oriental beverage and the culture of its people and their social life. Jean Léon Gérôme "Coffee House at Cairo," created a canvas (1824–1904) which hangs in the Metropolitan

Museum of Art in New York, it tries to describe the interior design of a typical oriental coffee house where two men prepare the beverage. (Ukers, 2010)

Centuries ago, the artists started to capture people's emotions through their paintings by watching them and that popularized a new kind of experience inside cafés called (people-watching). This term spread rapidly over the years to explain people's lives and daily emotions. (Ukers, 2010) Observing people and their interactions means watching people without their knowledge to record their reaction and interaction with the surrounding.(Sweetman, 1990)



Figure (47)
Absinthe painted by degas showed a side of France life through a woman and man inside café
Source: www.wikipedia.com

Van Gogh, Degas, Manet and a lot of great artists drew master pieces of their works inside cafés inspired by their own (people-watching) experience.

Van Gough in 1889 painted (Cafe Terrace at Night) he mixed the lights with the trees in one of the best locations in Paris and tried to express people's emotions through observing their experiences, until now people visit the terrace café in Paris just to sense the watching people experience which was painted in Gough paint. (Sweetman, 1990)

After finishing Café Terrace at Night, Van Gogh wrote a letter to his sister expressing his enthusiasm about it.

The art museums contain many beautiful water-colors, engravings and prints which were inspired by the cafés social life and people watching inside it. (Sweetman, 1990)

Nowadays the cafés take a new shape and have a new experience by trying to merge it through the urban context of the cities or villages. It's become more than social shelters

where people meet for gossiping, talking, or discussing some important issues such as business or studies, it's become a place for entertainment, relaxation, and memories when art is not just limited on people-watching experience and capturing emotions, art became a purpose of the café itself, such as Color me and Mine Café in the United State at Utah, this café has a creative idea trying to let people escape from their daily stresses of the modern life by choosing their own ceramic piece and painting it themselves to have some relaxation and enjoyment in their long tired day, also people can request their favorite coffee or tea while they are painting their own ceramic piece to get it before they leave as a memory of a special day.



Figure (48)
Ladies painting their own ceramic pieces and drinking their coffee in color me and mine café
Source: www.parkcity.colormemine.com



Figure (49)
The ceramic pieces in Color me and mine Café
Source: www.parkcity.colormemine.com

3.6.2 Café and Music:

Throughout history the café was always the small society where people meet each other for many purposes that have been mentioned, but also music was always a common factor for all cafés.

The special atmosphere of the music inside cafés, and the people's faces which reflect their emotions sometimes inspired several musicians to compose some of their music about coffee and café; some French poet-musicians resorted to music to celebrate coffee.

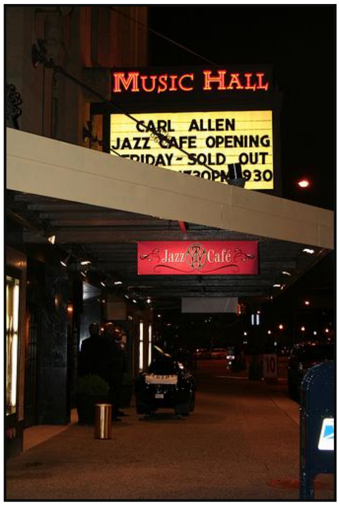


Figure (50)
DJazz Café at United State
Source:www.jazzcafedetroit.com

The café inspired the greatest musicians to compose their master pieces, also it's still discovering new artists and musicians. Many bands started their careers from cafés and some cafés are classified by their music, such as jazz cafés, country music cafés, or folk music cafés. That means cafés become a kind of cultural representation which can help foreign people to get to know the culture of any country by music and a cup of coffee. (Ukers, 2010)

Until these days there is correlation between music and cafés. On the other hand, architects started to give more attention for the interior design of the cafés because some empirical studies showed that the relationship between the interior design and the people's acceptance of any place depends on the interior design and the public sphere of the place, so the music become an important factor which must be included to provide any café with a kind of peaceful and relaxing atmosphere. (Ellis, 2001)



Figure (51)
A jazz musician painted by a young artist Keith Mallett's who was inspired by jazz café music
Source: www.blackartdepot.com

Following the technological revolution in The Middle East, the LCD screens and sound systems became somehow the alternative for bands or singers by broadcasting the music channels which can lets the customers hear their best music and enjoy their time drinking some beverages, and as it will be shown through this study the music and its kind become one of the factors which give people a chance to judge the place and whether acceptable, for example the loud music makes families look for quieter places and group or friends or teenagers looking for a place where they could hear their best songs without caring about lauding or noise[9].



Figure (52)
Hard Rock Café in Hurghada Egypt
Source: commons.wikimedia.org

One of the famous music cafés Hard Rock Café, opened its doors to the public on June 14, 1971, in London, England. It was founded by Peter Morton and Isaac Tigrett. Hard Rock initially had an eclectic decor but it later started to display memorabilia. Hard Rock has one of the largest collections of Rock and Roll memorabilia. The chain became international in 1982 with locations in Los Angeles, Toronto, Philadelphia, Chicago, Houston, Dallas, Boston, Berlin and Paris.



Figure (53)
Rock ‘roll collection inside Hard Rock Café in Manchester
Source: www.restaurantsofmanchester.com

The memorabilia collection included about 70,000

9 Find in Chapter 4 For more information about the people’s evaluation cafés

pieces that could be found in most of its locations. Such collections include classic guitars and other instruments, costumes, posters, music sheets…etc.

3.6.3 Café and Filmmaking:

Throughout history the café played a significant role in social life development and the culture, through the interrelationship between it and the several kinds of arts, such as Painting, music and now the following will show how the café has the same role through the filmmaking department.



Figure (54)
Le Salon Indien du Grand Café and Lumiere Brothers screening their first short film
Source: revues.mshparisnord.org

The café itself doesn't have this value but it's got its value from the people who were setting in it and their works which was founded there.

In the eighteenth century the Lumière Brothers were the earliest filmmakers in history. The Lumière's screening of their first motion picture movie in 1895 at Salon Indien du Grand Café in Paris was the place when the first film in History was screened. Lumiere Borthers didn't know how would people react to moving images, they thought it would be boring because they can see it in the outside. (Steve, 1995) Then the public debut at the Grand Café came a few months later and consisted of ten short films.



Figure (55)
Le Salon Indien du Grand Café nowadays
Source: www.in70mm.com

On the other hand The Café deux Moulins is a frecnh café that became a very popular café and tourist attraction after its appearance in the film Amélie in 2001, the film was classified as one of the best foreign movies of that year, until now this café has got its popularity after that appearance especially when they added a new beverage on their

menu called crème brûlée, which was added by the filmmakers just to complete the film script. The interior design includes a bar area with small tables where people enjoy sitting and drinking hot espresso.



Figure (56)
central perk café the location of friends tv series
Source: www.travelpod.com

In The Middle East, especially in Egypt the film makers met in cafés to discuss their issues with each other such as those relating to scripts, directing, and acting. One of the famous cafés was the Art Café in EmadEldin Street where Najib Alrihany, Saied Darwish, and Rose AlYousefe sat and discussed their points of views.

The History of Egypt Theater and cinema was improved inside this café when those great people met and discussed their films and scripts.

While during 1994- 2004, friends series approved that cafés has that kind of effect on TV and filmmaking industries when the creators of this series located the Central Perk café as a place and location for the six friends who are connected by a very special friendship and always tried to discuss their problems and social issues by a small cup of coffee inside the Central Perk café.



Figure (57)
The Café deuxMoulins
Source: www.linternaute.com

On the other hand, Planet Hollywood could be considered as a café and theme restaurant. It is hugely inspired by Hollywood icons. It was launched in New York 1991. Planet Hollywood was founded after the

success of Hard Rock chains. About 100 stores of Planet Hollywood were closed; currently there is fewer than 20 restaurants.

Around 100 stores have closed worldwide, leaving fewer than 20 Planet Hollywood restaurants currently open.

From the previous you can conclude that cafés or restaurants could be a theme place when it's related to any kind of art such as music or a filmmaking event if it's related to some gorgeous paintings to convert the place from a café to an art café museum.



Figure (58)
Orlando Planet Hollywood in Disney downtown
Source: www.broadway.com

3.7 Cafés and Technology

During the 20th century the technology revolution has its effect in every side of life and social life which means that technology left its effect on the people's life and their choices for entertainment places such as cafés, for example the internet service become one of the important services which must be available in the house, work, and cafés. (Stewart, 2000)



Figure (59)
Internet café provide customers with games
Source: www. novysmichov.eu

Nowadays the internet café became the third place[10] after house and work get online, different people in different careers searching for comfortable, quite and quick internet access to finish their jobs, such as students and businessmen even friends now would like to chat with each other through internet. (Stewart, 2000)

The concept of a café that has an internet access was invented in the early 1994 by Ivan Pope. (Stewart, 2000)

In Asia, Internet Cafes were used as a place for game competitions, this popularity showed a strong demand on internet cafes. Due to these popularity battles the internet cafés started to cover the people demands in internet services and create a good environment by selling food and beverages to its customers. (Stewart, 2000)

[10] The definition of third place has been mentioned in chapter 1

Around the world the internet service become a necessary service for each café, that's why the service become free in some cafés such as Starbucks and Gloria Jeans and others, the costumer can hold his laptop and finish his works inside the café while drinking his favorite coffee or any drink. (Stewart, 2000)



Figure (60)
Starbucks café provide their customers with internet services
Source: www.flickr.com

Chapter 4
Research Methodology

Chapter 4

4.1 Research Methods:

There are several types of research methods depending on the research approach itself, these methods were used by researchers through their study process. These methods are:

- ✓ Interpretive Research
- ✓ Qualitative Research
- ✓ Correlation Research
- ✓ Simulation and Modeling Research
- ✓ Experimental and Quasi Experimental Research

4.1.1 Interpretive Research:

According to Wang in Architectural research methods book the interpretive method is defined as: "investigations into social physical phenomena within complex contexts with a view toward explaining those phenomena in narrative form and in holistic fashion" (Groat, at el,.2002)

This method can be used with historical researches because it is the only strategy that has the ability to narrate the events and explain past events, by using archives, interviews, archaeological and other sources. But this method has some weak points during the research process, such as the object of inquiry is not available for observation and it will never be, and the construction of this method makes it closer to fiction in comparison with scientific research methods which make accuracy more flexible than other flexible guidelines for accuracy in other researches methods. (Groat, at el,.2002)

4.1.2 Qualitative Method:

It is a method where researcher studies things in their natural conditions to find a sense or explaining any phenomena with terms created by people, using some empirical studies. This method has some attributes such as holistic, prolonged and open ended. The researcher is the measure device sometimes, and analysis written in words with some personal informal writings which decrease the gap between the reader and researcher. (Groat, at el,.2002)

The tactics used in this method are: interviews, focus groups, surveys, Observation, artifact buildings and archival documents

This research method is not very practical but its results are hard to be expected and it has credibility in some theories but not 100%. (Groat, at el,.2002)

4.1.3 Correlation Method

This type of research method tries to find a relationship between two or more variables, and it has two general characteristics: a focus on naturally accruing patterns and the measurements of specific variables. This approach uses different tactics through the research process such as surveys, observation, mapping, and sorting. After reading and analyzing data, the researcher finds out some results of regression, factors analysis, and multidimensional scaling. Correlation method can be used when the researcher tries to explain a relationship between two or more variables, to lead him or her to conclude a prediction, but if the researcher is seeking for a causal relationship between variables he can use the quasi experimental method which will be explained later. (Groat, at el,.2002)

4.1.4 Simulation and Modeling Research

This method is useful when the researcher is dealing with scale and complexity and is based on using some material testing when the researcher attempts to develop and test a theory. (Groat, at el,.2002)

This method has different strength points that make it a good approach for capturing the complexity of the real world behavior and to explore some results that provide other researches with a good base of information relevant to practical real scenarios. Predictive other results also can be considered as a useful step in the tactical level in several research methods such as the experimental method. Sometimes the researcher can face some problems during this method such as the accuracy of results because the context isn't exactly the same as the real world. At other times this method can be an expensive method. (Groat, at el,.2002)

4.1.5 Experimental and Quasi Experimental Method:

It is a strategy where the researcher tries to find a causal relationship between different variables through processes that include five steps. It starts by identifying the research problems, then planning for an experimental case study by testing the hypothesis, determining the size of experiment case of the search, and if it is a complex or simple one. The third step in this strategy is collecting data and analyzing it to find the causality between variables, which are dependent and independent, while subjects are randomly selected by the researcher. (Groat, at el,.2002)

Qusai experimental method is considered as an observational study and field work where the researcher tries to collect data through connecting with uniform subjects and note their response in different ways such as observing or questionnaires and it can be defined as a research method

that tries to identify the effect of some features or elements on the participants by evaluating their responses in a true experiment. (Groat, at el,.2002)

The difference between the experimental method and the quasi experimental is the random assignments and non random assignments where the researcher designs two ways of observation; one of them is recorded people uses of environment the other is the experimental treatment. (Groat, at el,.2002)

The quasi experimental research is very helpful in social science researches where people not easily randomized, and when results can be determined by analyzing data in a statistically way the final results will identify the relationships between independent and dependent variables, which gives the ability to control all aspects of the experimental design strategy and establish casual relationships that can be generalizing in other settings and phenomenon. But somehow for some ethical reasons, and unreliable answers from the test groups and subjects the results in quasi experimental method maybe not trusted and unrealistic. (Groat, at el,.2002)

Because this thesis is about finding the relation between café users' perception inside cafés environments and after access to other methods the quasi experimental method was the suitable methodology which was used. (Groat, at el,.2002

4.2 Research Methodology

To make an accurate questionnaire that could be based upon the local culture and the international standards, an analysis for some international studies and local ones were done. The hypothesis is about the human behavior in cafés and how can someone evaluate a certain café based on his background and inner actions.

Before starting doing the analysis, the questionnaire has to include psychological and architectural questions so that while studying the results a connection could be made between ones personality and the way he chooses his favorite café and evaluate the others. The hypothesis, most importantly is about the human study hence standard questionnaires and studies concerning personality analysis were taken into consideration. The questionnaire has a part of it that has a standard characteristic test that analyzes the big five factors of human's personality traits; OCEAN (openness, conscientious, extraversion, agreeableness and neuroticism). Following this part, international case studies regarding well-known cafés were analyzed. The process of analyzing included several stages, starting with both people and professionals' evaluation then studying the main features and services that distinguish those certain cafés from the others; those main features could be physical such as the building and the location or non-physical like the type of services they offer and the quality that they guarantee for their customers. Finally, those information were concluded together to come up with a questionnaire that could reach people's mentality and lead them straight to the point. This is mentioned in details in chapter one.

4.2.1 Investigated Cafés:

As mentioned briefly above, several local and international case studies were done.

4.2.1.1 International Cafés:

- **Starbucks & Planet Hollywood:**

Those two case studies, which are mentioned in the second chapter, share a lot in common. Starbucks is a huge franchise and considered as one of the most successful chain cafés ever, add to that it has many branches in Amman. You can find Starbucks almost in every mall and popular location in Amman. Other than that, the café itself has its own brand essence, brand essence is what distinguishes a certain café from another and gives it that feeling of an identity, it serves special coffee that is only made there and almost has the same exterior and interior design everywhere. Most of its visitors are loyal to it which leads us researchers to wonder; what does this café hold within its corners that makes it so addictive? And as mentioned on the previous chapter, that certain café was built based on the human psychology and the way the people interact with cafés as a place and environment. Starbucks is the best international exam that works precisely with this hypothesis.

Planet Hollywood is one of the most popular theme cafés all over the world, it targets certain type of people and satisfies them and that's what makes it popular and well-known. The café itself same as Starbucks has a great brand essence, there's certain physical and non-physical elements that can let one identify with it even without looking at its sign, the place itself tells the name of it. And to sum up both of those case studies and their analysis, a conclusion was done which states that what made a café popular is its brand essence; if a café has its own brand essence, then people become more loyal to it even if not intentionally but psychologically without even realizing that. And what makes a certain café hold its own identity mostly but not

strictly too is the physical elements. And the brand essence that both Starbucks and Planet Hollywood has is the design of the café and the services they offer, it is almost united everywhere all over the world. Starbucks has interior and exterior designs that affect the visitors; the sign has the same proportion and colors, the sitting areas have coaches, chairs and wooden seats. Starbucks also offers the same coffee, beverages and drinks in its branches. Planet Hollywood is the same too. And from those conclusions the questionnaire focused on the interior and exterior elements for evaluating cafés.

4.2.1.2 Local Case Studies:

The local case studies were interactive rather than theoretical, because of the lack of references and previous studies. A total of thirty seven cafes in Amman were examined and evaluated by certain criteria's that are based on the previous studies and theoretical facts mentioned in the first chapter and also on the culture. **Table (5)** shows the certain elements that were matched with the local cafes in Jordan and more specifically in Amman these cafés were chosen depending on their popularity and the people's choice. As seen on the table many cafes have more than one element within it, for example Gloria Jean's has internet services and also targets both foreigners and local visitors. To conclude there are many matches between the cafés, the more the criteria is matched with different cafes the more it becomes a vital role of making this café popular. All of those criteria were based on three resources, the researcher's personal and architectural point of view, the employees' notes and the customers' evaluation of it

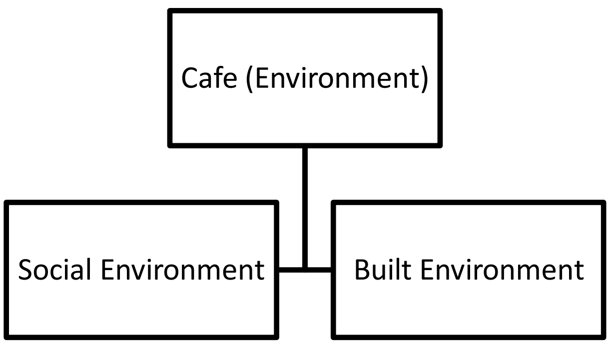


Figure (61)
Conclusion of café environment
Source: The Researcher

As mentioned in the previous chapters, before beginning to analyze cafes, the environment in general was introduced, and since the environment is divided into a social and built environment, then one can divide people's evaluation of café's as they deal with it as both a built environment and social environment. By looking to the main criteria's used to evaluate each café in Amman, mentioned in **table (5)**, and adding them to either the built environment section or the social environment one.

Figure (61) shows the conclusion of the combination of cafés criteria and environment divisions.

4.2.2 Social Environment:

Cafés could be considered as social environments simply because it's a place of socializing. Social environment could be done in two ways.

One: direct meaning of socializing and this can be done if the cafe offers social activities that can give the people the chance to socialize with one another. People do different activities in cafes and that's why some people have certain cafes that they go to more than the others, simply because it offers the type of activities they like to do, and saying this means watching sport events on big screens and data shows. This is a very common thing in Amman because the majority of the population love sports and especially soccer, so friends hang out with each other while watching a football match. Another service that most cafes offer is internet, internet is a tool of socializing and cafes use it to attract more visitors, so even though they might offer internet for free but on the other hand they guarantee themselves that customers will pull one another. Internet is used for business and studying and hence most of the times when it's being used, it's being used by a group of people rather than one individual.

Playing areas and board games are another form of activities that are offered to entertain customers but with different age range, one used for kids while the other for adults respectively.

Entertaining activities are the most obvious form of socializing because it requires more than one to complete.

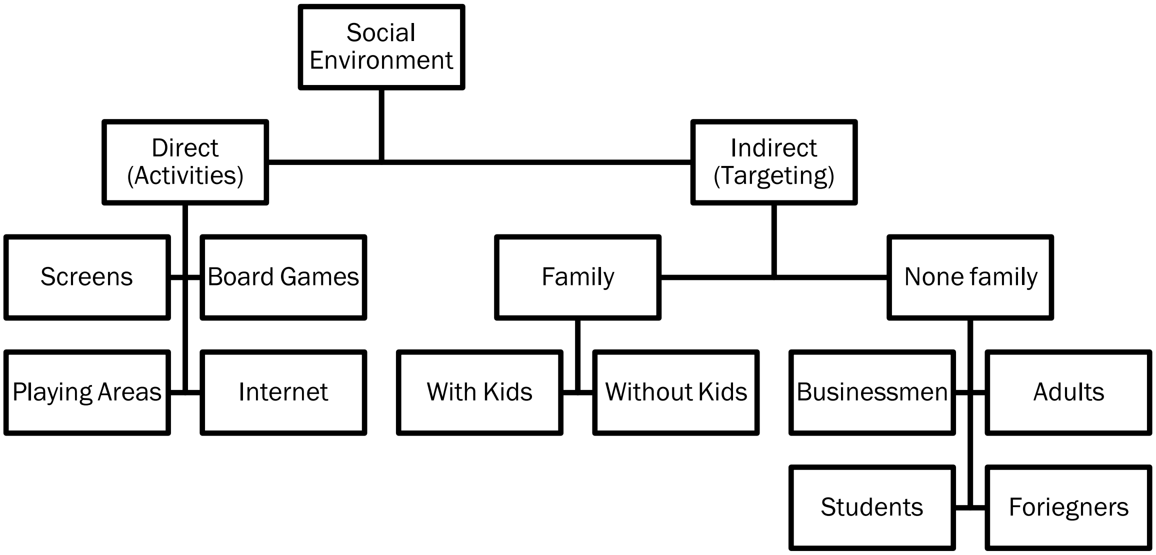


Figure (62)

Social Environment Branches

Source: The Researcher

Two: indirect meaning of socializing, which is used by the owners of the cafes to know specifically which social classes they are targeting. It could be divided into two main categories; Family and None Family. Some café's target families rather than the other classes because family means more close socializing and more customers. While even cafes that target families sometimes put restrictions and try to avoid families with kids, and this is for different reasons mainly because they add noise to the place and could distract younger customers.

While those who target none family customers are more specific with their targeting methods, as some target adults, businessmen, students or foreigners. **figure (62)** shows the conclusions of what is mentioned above.

4.2.3 Built Environment:

As stated before cafés are considered as built environments, so their evaluation is affected by everything that is connected with them as a built environment, whether it's the interior or exterior design.

Built environment, is one of the most important roles that affects ones evolution and loyalty to a certain café.

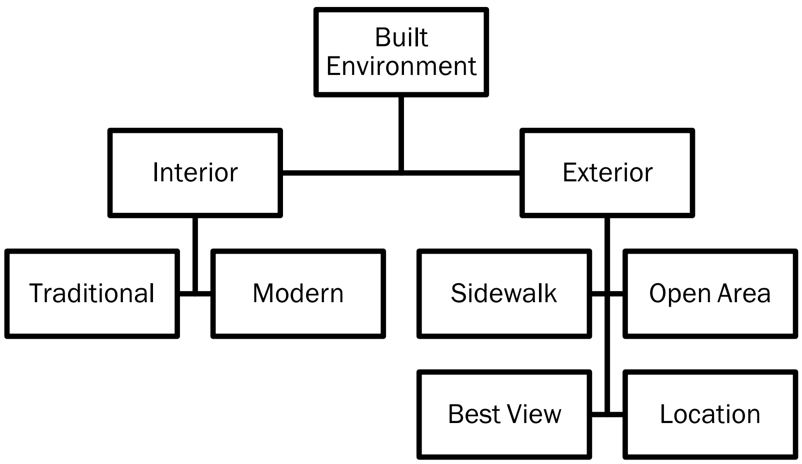


Figure (63)
Built Environment Branches
Source: The Researcher

People relate to a certain café because they get used to its location. For example some people love to go to traditional cafes as they reflect the culture and they feel more comfortable there, most of tourists visit traditionally built cafes because they tell the identity of the country, while students and younger generations prefer modern cafes. On the other hand, there are some exterior factors that make a café more popular than the other. Some people prefer open area cafes rather than closed ones, while others visit a café because of its location or view. **Figure (63)** shows the conclusions for what is stated above.

This tree is based on the conclusion from what is stated above:

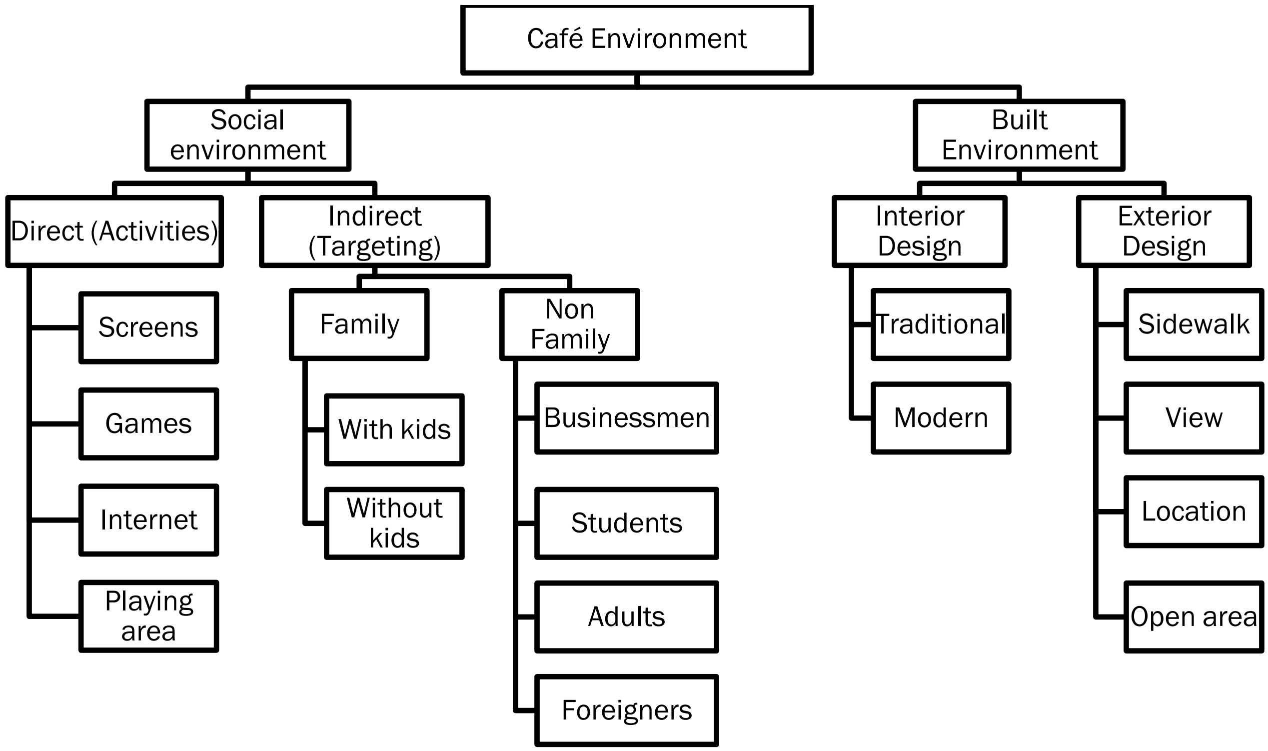


Figure (64)

Conclusion of Café environment and their branches

Source: The Researcher

4.3 The Questionnaire:

During the research method there was an applied section by designing a questionnaire depending on Jordan's culture demands, cafe users and empirical studies. This questionnaire consists of 97 questions separated into two parts; the first one depending on some empirical studies in environmental researches, the other a standard questionnaire in psychology called the big five factors test. The first part was divided to seven sections:

- ✓ General Info
- ✓ Behavioral Evaluation
- ✓ Customers Behavior
- ✓ Evaluation of the architectural environment
- ✓ Environmental evaluation
- ✓ Evaluation for the general atmosphere
- ✓ Social evaluation

While the second part consists of **43** statements scaled-down from **1-5** starting with strongly agree- strongly disagree. This standard questionnaire determines the personality trait for each person depending on their answers.

4.3.1. Choosing the Location:

To get the best locations that are close to the hypothesis and getting accurate results by customers, the researcher had to go to different cafes in Amman based on the tree above, one café was chosen from each division of the tree. **Table (5)** shows the cafes that were visited to hand in the questionnaire and their relationship with the tree above and why they are popular for that specific part of the tree.

After studying the cafés in Amman, as shown previously in **table (6)** many of these cafés shared different elements which make the classification harder and choosing the location must be more specific and depending on attendees preferences, so after seeking the most popular element for each café the classification was concluded and considered in **table (5)**.

Table6: Cafés Categories & sample

Café Name	**Part of the tree**	**Why popular for such a reasons**
Jafra	Traditional	Oriental design and cultural food, located in Downtown
Starbucks	Modern	American design because it's a chain café.
Ayam Zaman	Sidewalk	In rainbow street, one of the most visited streets in Amman
Café Donner	Open Area	Most of it is open area
Wild Jordan	View	The view shows the horizon at the sunset, and Amman's skyline, it combines the cultural side of the country and the modern one as it shows both downtown and some crowded cities.
Lemon	Location	Located in Abdoun and Mecca Street
BEL MONDO	Families with kids	Mostly visited by families
Maujana	Families without kids	Target both adults and families hence they have family restrictions as they don't allow kids after a certain time of the day.
Ponte	Businessmen	Located in a quiet place of Abdoun and offers paid internet which means faster speed
Pastichi Tche – Tche	Adults	It's menu is more popular for adults, known for its hubble-bubble

Gloria Jeans	Students	Internet and located in front of Jordan University
Jara	Foreigner	Located in Jabal Amman and near Downtown, has the popular antique Souq of Jara.
Antique	Screens	Has different screens that shows different matches at the same time, has a cheap menu hence visited by most teenagers
Tarkasat	Board Games	Offers all different kind of board games and cards, is located underground hence more privacy for teenagers
2nd Cup	Internet	Free Internet
Oriental	Playing Area	Has a playing area for kids

Source: The Researcher

4.3.2. Subjects:

The questionnaire was handed to **300** people who visit cafés usually and they were chosen randomly, there ages were within those ranges: **(16 – 60**) years old and above separated in five categories from **(16-20)** to **(41&above)** with difference 10 years between each category, the questionnaire was aimed at both genders male and female, and varies on their occupation as some of them were students (either university of school students) while others were employees from both the private and public sectors while the little percentage was from others such as housewives.

The response of the users at the first time was weak but after some little effort they accepted filling the questionnaire with some inquiries which were revealed for them, at first the questionnaire was handed to **20** people to test its flexibility, some of the people complained about the age range, another thing was that some of them didn't understand specific architectural terms, and finally, some people thought that the structure of the questions from 1 to 84 is too long and boring to fill, all of those issues were fixed according to their notes.

A problem has been faced during this step that users of cafés in Amman were trying to appear as perfect persons and giving perfect answers without understanding which personality trait covers his character or by not filling the questionnaire properly and trying to fill in answers of the higher scale in the multiple answers questions or the lower one.

Chapter 5
Analysis and Results

Analysis and Results

5.1 General Statistics:

Females who filled the questionnaire formed (**48%)** while males **(52%**) , the percentage is almost even. Students formed **(44%)** and employees formed **(38%)** in which **(82%)** of them work for a private sector while **(87%)** of the students are university students. Most popular cafés are Tche – Tche, Lemon and Pastichi with percentages of **(22%**), **(10%**) and **(6%)** respectively, noting that some people chose more than one favorite café. People who are between **(16-20)** years old formed **(20%**), while people from **(21 – 30**) dominated the age range with a percentage of **(65%)**, people from **(31–40)** formed **(10%)** while **(5%)** for those who are **(40 and above)**. The ost popular trait was Agreeableness and Extraversion with **(94%)** and **(90%)** respectively, the percentage identifies the people who filled that questionnaire and got an average for that trait higher than 3. On the other hand, Neuroticism trait was the least popular with a percentage of **(26%)**, while Openness and Conscientious traits got **(88%)** and **(74%)** respectively. These percentages confirm the idea of the personality trait theory where each person can have the all five factors in the same time but one of them can be higher than the other trait.

5.1.1 The Relationship Between Personality Traits and Age Ranges :

Table 7: The Relationship Between Personality Traits and Age Ranges

Personality Traits	16-20	21-30	31-40	41& above
Extraversion	30%	22%	29%	13%
Openness	32%	37%	29%	25%
Neuroticism	7%	3%	3%	0%
Conscientiousness	28%	33%	35%	38%
Agreeableness	55%	36%	56%	5%

Source: The Researcher

The following analysis shows the relationship between the popularity for each personality trait factor with the age range based on the questionnaire that was handed to 300 people randomly. The percentages of People who got an average higher than three for a certain trait were considered having that trait while the opposite applies for those who got lower than three.

The table started with the relationship between **Age** and the **Extraversion** trait. It clearly states that there is not a clear relationship as the percentage changes randomly, but yet we can see the highest people who have a high average with **(30%)** of extraversion trait are between **(16 – 20)** years old and that is very logical since people with that trait are assertive and energetic, and teenagers are full of enthusiasm. Also they highly rely upon others without even knowing them and that is exactly the case for most teenagers, they are not responsible of themselves as most of them live with their parents. The lowest percentage which is **(13%)** was for people who are **(40 and above)** and this shows the contrast between them and those who are younger, that concludes that people with aging become less energetic and more responsible, they are more serious, skeptic and quite. **Extraversion** people from **(16-20)** and **(31-40)** got a very close percentages

(30%) (29%) respectively, it might be what those two age ranges share in common is the fact that they both lead into a different stage of one's life. As for the twenties it is a new stage as one move from the school's life to the universities. On the other hand, people from **(31–40)** move to another stage which is responsibility, they either get married at this age or start expanding their career's experience. Both of those reasons require one's being energetic and excited.

While the **Openness** shows the highest percentage **(37%)** was for those who are from **(21–30)** years old, which means that people of that age are more creative and original; they can handle technology with ease. And this is somehow close to the results that we see in our daily lives. Creativity most of the times reaches its climax at the late twenties when one has completed his education and is in the earliest stages of work and experience. By time, when one keeps working under pressure and stress, creativity decreases and one's greatest aim is to meet the national standards even if it is not creative or doesn't meet his personal standards and that's why the lowest percentage which is **(25%)** was for those who are **(40 and above)**, they have been involved with the community and career's life for long enough time that has almost killed their whole creativity. Teenagers **(16-20)** got a good percentage of **(32%)** which means they haven't reached the climax of their creativity because they haven't fully expanded their knowledge and yet they don't have external pressure and stress that kills their creativity whether from a job or other factors.

The Neuroticism shares a very weak negative relationship which tells us the Neuroticism trait is not hugely affected by age and that's obvious! People who are Neuroticism are not satisfied with themselves, they are nervous and unstable and that doesn't really matter what age you are, one can have those characteristics at the teenage or after his forties, as the figures shown in the **(table 7)** that highest percentage is **(7%)** for teenagers, while **(0%)** for **(41 and above)**.

There is a very positive relationship is between **Conscientiousness** trait and **Age** as shown in **(table 7)**, because as age increases that trait becomes more clear and dominant. People with age become more organized gradually; they are more focused about achieving their goals. That's because with age one becomes more aware of the fact that he has to draw a clearer view of his future, getting old forces you to become more organized and the energetic spirit starts to fade away, when one realizes that he is old enough and he has to respect himself so that people can respect him, it's about morals and manners and that's why with aging one becomes closer to the conscientiousness trait. This justifies the results where the highest percentage **(38%)** for people within age range **(41 and above)**, while the lowest percentage is **(28%)** for teenagers.

Since **Agreeableness** trait is almost the opposite of neuroticism trait and neuroticism is not hugely affected by age, then agreeableness has an opposite result, which means that agreeableness trait is hugely affected by age in general and not a specific range. It has a very good almost even relationship. The highest percentage is **(56%)** for people between **(31-40)** while the people between **(21-30)** have got the lowest percentage which is **(36%)**. This shows that the agreeableness trait is almost stable at all age ranges and that's true because agreeable people are tolerant and friendly and you can find people from all ages that have such characteristics.

To conclude agreeableness trait is almost even at all the different ages with a very good percentage while neuroticism trait is also even at the different ages but with a very low percentage. Conscientiousness trait is the most affected with age range as it shares a very positive relationship. While both openness and extraversion traits share a not clear enough relationship.

Table8: The relationship between the Age Range and Reasons of Visiting Cafés

Visiting Cafés Reasons	16-20	21-30	31-40	41& above
Availability of TV screens	57%	36%	29%	0%
People playing cards in cafés	63%	47%	32%	13%
People studying in cafés	13%	23%	6%	0%
People visiting cafés for business	1%	31%	35%	5%

Source: The Researcher

(Table 8) shows the relationship between the **Age Range** and **Reasons of Visiting Cafés**. As shown in the table, the availability of TV screens to watch sport matches is one of the reasons to visit café. Teenagers got the highest percentage with **(57%)**, most of them believe that watching sports matches is a very good reason to visit a certain café. Since most of them love sport matches especially when watching annual championships and mostly if they are dedicated to a certain sport team like Barcelona and Real Madrid, this drives them to go and watch a match in a café because it's more public and they can express their feelings out loud and sometimes bet with their opposing friends. As we can see by aging one doesn't really care to visit a café to watch sport matches as they prefer to watch it in home on their private TV since it's cheaper and more practical to watch with the family. As for older people who are **(40 and above)** the null visitors prefer to watch it at home because they can spend more time with the family and they also come back stressed from their work. The results indicate that there is a huge negative relationship between age and visiting cafe to watch TV.

Also the table shows the relationship between people within a specific age range who voted for playing cards or board games as a main reason for visiting cafes with percentages **(63%)** and **(13%)** for those who are in the ages of **(16-20)** and **(41 and above)** respectively. As we can see

it's a very good negative relationship which guides us to the fact that older people don't like to visit cafés for entertaining, and younger ones love to visit it with their friends for playing and having fun and that's a logical result as people with age become more serious and responsible.

There is not a clear relationship between age range and studying as a main reason for visiting cafes. People who are from **(21 – 30)** has got the highest percentage with **(23%)** and that's because most of them are university students while school students got the second highest with only **(13%)** and that's because they aren't old enough to get the permit from their parents to study outside their houses.

The relationship between age and those who visit cafes for business is a very positive relationship which means when age increases the demands of visiting a café for business increases too, that is logical because with age responsibilities and business takes a huge part of our priorities.

Table9:Relationship Between Personality Traits and Reasons of Visiting Cafés

Personality Trait	Study	Business	Games	TV	Chain	Relaxation	Reading
Extraversion	19%	28%	49%	41%	27%	87%	5%
Openness	47%	30%	19%	38%	27%	63%	4%
Neuroticism	12%	16%	49%	42%	39%	40%	0%
Conscientiousness	18%	48%	38%	28%	27%	66%	4%
Agreeableness	19%	27%	49%	38%	26%	66%	4%

Source: The Researcher

As we can see from the table above it clearly shows that most of the traits got the highest percentage for relaxation, which concludes that people despite their characters go to cafes as a place for relaxation rather than entertaining.

Extraversion people got percentages of **(49%)** and **(41%)** for visiting cafes for entertaining; playing cards and watching TV respectively. This result is identical with their characteristics since they are hyper and energetic. On the other hand, they got very low percentages for visiting cafes for both studying and reading **(19%) (5%)** respectively, because they are activities that require one to sit, be calm and quiet.

Openness people got a high percentage **(47%)** for visiting cafes for studying; this might be because studying in a café is a more creative environment than studying in home or library because it's different.

Neuroticism people got high results for visiting cafes as a place of entertainment, as they got for playing cards and watching TV percentages of **(49%)** and **(42%)** respectively. Since they are depressed people they like to visit cafes to forget or maybe to relieve themselves from the state of depression in which they live.

Conscientiousness got a high percentage of **(48**%) for visiting cafes as a place of business. This is very logical since they are very organized people, they choose cafés as a place for business meetings because there is no one to distract you and the service is fast. Agreeableness got high results for both visiting cafes for playing cards and watching TV, which means for entertainment in general, they are friendly people and social and such activities match their characteristics.

In general most Jordanian café users go to café for either relaxation or entertainment because culturally it is known for that. Most of people who visit cafes for studying are **Openness**, while those who visit it for business meetings are **Conscientiousness**. On the other hand a very few number of people visit it for reading because it is an activity that requires focusing and the general atmosphere in the cafés is not very quiet. Both **Extraversion** and **Neuroticism** people visit cafés for entertainment.

5.1.2 Regression results:

While analyzing the results, each evaluating question from the questionnaire was connected with the average for each trait, from all the evaluating questions, few of them got high values or R Square and P – Value.

- **The Coefficient** is a constant value that shows a negative and positive relationship between variables and it could have a negative and positive value.
- **P – Value**: represents the margin of errors and the accuracy of the solution, while the values lower than 0.05 were considered.
- **R Square**: the percentage of people agreement about the statements which was presented in the study. The samples which have got an R Square value lower than 35% was neglected.

Table10: The relationship between personality traits factors and exterior design of cafés

Variables	Coefficients	P – Value	R Square
Extraversion	0.286	0	57.8%
Openness	0.282	0	
Neuroticism	0.006	0.817	
Conscientious	0.030	0.409	
Agreeableness	0.311	0	

Source: The Researcher

This **(Table 10)** connects the results of the factor **(exterior design)** and the average of each character. P-value was almost **(0)** with **Extraversion, Openness and Agreeableness** traits, with an R square of **(57.8%)**, the coefficients are all positive which means that the relationship with

the three traits is a very positive one. Since openness people are creative and original thus they care about the exterior design of the café. On the other hand, extraversion people are assertive and interested in seeking out excitement so café’s exterior design is a huge interest for them. While neuroticism and conscientious people are reliable, responsible then they don’t even notice the exterior design of the café as they mostly visit it not for the sake of it as much as for the sake of the use of it.

Table11: The relationship between personality traits factors and interior design of cafés

Variables	Coefficients	P – Value	R Square
Extraversion	-0.005	0.856	75%
Openness	-0.025	0.432	
Neuroticism	0.0254	0.339	
Conscientious	0.0820	0.027	
Agreeableness	1.0451	0	

Source: The Researcher

The results above show the relationship between the factor **(interior design)** of evaluating one’s café and the five personality traits. The only considered and good P Value goes for the traits **Conscientious and Agreeableness** with **(0.027)** and **(0)** respectively. The R Square is very high with **(75%)** and the coefficients are positive which means the interior design of café really matters for people who are considered conscientious and agreeableness. Conscientious people tend to be more organized and less cluttered in their choices for a specific location like their homes. They prefer everything to be organized as in decoration and also they tend to like better

lightings, their characteristics drive them to care about the interior design of the cafe because they are neat with their selections.

Table12: The relationship between personality traits factors and color of cafes' wall

Variables	Coefficients	P – Value	R Square
Extraversion	0.381	0	61%
Openness	0.383	0	
Neuroticism	0.300	0	
Conscientious	-0.069	0.06	
Agreeableness	-0.028	0.44	

Source: The Researcher

As we can see the **color factor** has a relationship with all the traits because as shown in the **(table 12)** the P-Value is **(0)** except for the **Agreeableness** one. The R Square value is very high with **(61%)**, **Extraversion, Openness** and **Neuroticism** traits share a positive relationship with the color factor while conscientious share a negative relationship. Since openness people are creative they care about the colors of the café and the way it is painted, they are artistic people and care about every artistic aspect while evaluating cafés. Extraverts are likely to prefer more upbeat, conventional, and energetic colors for a place. Neuroticism tend to have negative emotions thus they care about the color of the cafés as they feel it is closer to them if it has dark colors instead of shiny ones. Conscientious people are neat and practical, they care about the furniture and the way it's organized but never about the color since it does not really affect the reliability of a café.

Table13: The relationship between personality traits factors and Corridor and Space inside cafés

Variables	Coefficients	P – Value	R Square
Extraversion	0.473	0	71.9%
Openness	0.499	0	
Neuroticism	-0.022	0.380	
Conscientious	0.021	0.560	
Agreeableness	-0.022	0.526	

Source: The Researcher

About the evaluating factor of the way corridors and space are set in the café, only two traits cared about it and shared a positive relationship, which they are **Extraversion** and **Openness** because they have the **(0)** P-Values while the others are not. The R Square value is **(71.9%)** which is an indication that people with **Extraversion** and **Openness** traits care about corridor and space area because they affect their mobility inside the café.

Table14: The relationship between personality traits factors and Quality of café

Variables	Coefficients	P – Value	R Square
Extraversion	0.151	0	
Openness	0.134	0	
Neuroticism	0.128	0.002	64.9%
Conscientious	0.654	0	
Agreeableness	0.145	0.001	

Source: The Researcher

The quality factors shares a huge relationship with each trait. The R square value is very high with **(64.9%)** and the coefficients values are all positive which informs that everyone whatever his personality trait is cares about the quality of the café and the food served.

Table15: The relationship between personality traits factors and fast service in café

Variables	Coefficients	P – Value	R Square
Extraversion	0.135	0	
Openness	0.129	0	
Neuroticism	0.127	0	41.1%
Conscientious	0.853	0.001	
Agreeableness	0.159	0	

Source: The Researcher

Since fast service factor is somehow related to the quality factor, the results were almost the same. But the R- Square was not as high as above **(41.1%)**. It shares a positive relationship with all the traits.

Table16: The relationship between personality traits factors and Noise in café

Variables	Coefficients	P – Value	R Square
Extraversion	0.562	0	41.2%
Openness	-0.011	0.872	
Neuroticism	-0.494	0	
Conscientious	-0.102	0.212	
Agreeableness	0.047	0.555	

Source: The Researcher

Noise factor and its relationship with each trait showed some significance with only two traits, **Extraversion and Neuroticism** with a P-Value of **(0)**. Extraversion and neuroticism traits are almost the opposite since one correlates more with happiness while the other with depression. That is why they share a good relationship with the noise factor but oppositely, extraversion shares a positive one and neuroticism shares a negative one. Individuals who score high on neuroticism are more likely than the average to experience such feelings as anxiety, anger, guilt, and a depressed mood while the opposite applies for extraversion.

Table17: The relationship between personality traits factors and interaction between outdoor and indoor of café

Variables	Coefficients	P – Value	R Square
Extraversion	0.670	0	50.4%
Openness	0.108	0.03	
Neuroticism	0.015	0.715	
Conscientious	0.143	0.013	
Agreeableness	0.038	0.500	

Source: The Researcher

The interaction between outdoor and indoor evaluation factor showed positive relationships with all the traits except for the **Agreeableness** one with an R Square value of **(50.4%)**. People who score high on the agreeableness dimension are empathetic, considerate, friendly, generous, and helpful, they care about the people that they are with rather than the ones surrounding them.

Table18: The relationship between personality traits factors and music sound level (quiet) inside café

Variables	Coefficients	P – Value	R Square
Extraversion	-0.011	0.825	%56.3
Openness	-0.071	0.214	
Neuroticism	-0.819	0	
Conscientious	-0.029	0.650	
Agreeableness	0.066	0.293	

Source: The Researcher

The P-Value for the above table is good for only one trait which is **Neuroticism** with an R square value **(56.3%)**, people who are considered neuroticism care about the music and they share a negative relationship with it based on the coefficient value which means they prefer the music to be loud instead of quiet. They are angry people and emotionally unstable and they feel every situation is threatening for them so they prefer a loud music that goes smoothly and perfectly with their usual mood.

Table19: The relationship between personality traits factors and sociability inside café

Variables	Coefficients	P – Value	R Square
Extraversion	1.012	0	33.8%
Openness	-0.055	0.566	
Neuroticism	-0.041	0.591	
Conscientious	-0.050	0.638	
Agreeableness	0.028	0.786	

Source: The Researcher

Based on the results in **(table 19)**, only **Extraversion** people care about visiting a café for the social life with a moderate R Square of **(33.8%)**. The results are very close to the characteristics of the extraversion trait, since extraverts tend to enjoy human interactions and to be enthusiastic, talkative, assertive, and gregarious. They take pleasure in activities that involve large social gatherings, such as parties, community activities, public demonstrations, and business or political groups.

Table20: The relationship between R value and café’s evaluation factors

Evaluation factor	R Square
Crowd	0.15
Relaxation	0.22
Reading	0.18
Light	0.12
Art and Interior design	0.19
Café’s attraction	0.19
Electronic equipment	0.21
Furniture location	0.26
Open area	0.16

Source: The Researcher

Since the R – Square value is very low for the below evaluation factors, the results were not be taken into consideration as shown in **(table20)**

5.1.3 Results Based on Frequencies:

The questionnaire had some questions regarding the mood of the music and the kind of light one prefers in a certain café. The results were taken and connected with the five personality trait factor. People who scored 3 and higher in a certain trait were considered as high average for that trait while those who scored lower than 3 had the opposite.

Table21: The Relationship Between Personality Traits average and Loud music

Personality Traits	1-1.9	2-2.9	3-3.9	4-5
Extraversion	0%	0%	2%	2%
Openness	0%	1%	2%	0%
Neuroticism	0%	3%	0%	3%
Conscientiousness	0%	7%	3%	1%
Agreeableness	0%	2%	3%	1%

Source: The Researcher

Table22: The Relationship Between Personality Traits average and Soft music

Personality Traits	1-1.9	2-2.9	3-3.9	4-5
Extraversion	0%	17%	43%	18%
Openness	0%	6%	43%	29%
Neuroticism	14%	37%	24%	3%
Conscientiousness	0%	7%	46%	26%
Agreeableness	0%	3%	42%	34%

Source: The Researcher

The above **tables (21,22)** indicates that **Extraversion** people with a percentage of **(61%)** prefer soft music to loud, we can say that extraversion people prefer soft music so that they can socialize more with their friends and the music will not distract them.

Openness people prefer soft music **(72%)** maybe because culturally it is widely known that loud music is not artistic and the opposite applies for the soft one. We could say that the results above are somehow connected with the musical background of the culture and not necessarily apply for all openness people. The percentage of those who got higher averages and lower averages for neuroticism feel the same towards the choice of soft music, the percentage is almost even which indicates that neuroticism trait is not affected by the music choice but mostly prefer soft music to loud music.

Most of **Conscientious** people prefer soft music, people who got an average for the conscientious trait higher than three preferred soft music with a percentage of **(72%)**. They do not prefer loud music because they are organized and they are perfectionists so they hate to be distracted by the loudness and the noise of the atmosphere.

Agreeableness people with percentage **(76%)** prefer soft music too, they are helpful and quiet and such results works perfectly with their characteristics. While **Neuroticism** people have the lowest percentage **(27%)** and that proves neuroticism people as known had their own intimacy separate them from others.

We can conclude that the five personality traits prefer soft music over loud; this can be explained using different reasons; to begin with soft music is culturally more popular and Jordanian café users are stressed and have a lot of pressure so they prefer to use cafés as a place of relaxation rather than clubbing and entertaining. We can conclude that the opposite of each trait will most likely prefer loud music since each trait picked the soft one.

The below **tables (23, 24)** show the relationship between the choice of dim light / high light and the average of each trait

Table23: The Relationship Between Personality Traits average and Dim light

Personality Traits	1-1.9	2-2.9	3-3.9	4-5
Extraversion	0%	0%	27%	22%
Openness	0%	6%	43%	0%
Neuroticism	0%	18%	30%	2%
Conscientiousness	0%	0%	19%	31%
Agreeableness	0%	0%	9%	41%

Source: The Researcher

Table24: The Relationship Between Personality Traits average and High light

Personality Traits	1-1.9	2-2.9	3-3.9	4-5
Extraversion	0%	0%	24%	0%
Openness	0%	0%	12%	12%
Neuroticism	0%	24%	0%	0%
Conscientiousness	0%	0%	24%	0%
Agreeableness	0%	0%	24%	0%

Source: The Researcher

The choice of high lights is being dominated with all the traits except for neuroticism with a percentage of **(25%)** of them preferring high lights, though it's not a high percentage to be taken into consideration, yet it tells us that people who have high averages for neuroticism trait do not like high lights and that is because they always have a depressed mood and low attitude that affect their choices and make them never think of choosing cafés with high lights.

From the results above in (Table 21, 22, 23, 24) we can see that almost the five traits prefer dim light over high one with almost each trait having a percentage about **(50%)** of them prefer dim light that is because of the same reasons stated for preferring soft music, people use cafés as a place of relaxation.

Table25: The Relationship Between Each Trait And The Preferred Café For The One Who Filled The Questionnaire

Preferred Cafés	Extraversion	Openness	Neuroticism	Conscientiousness	Agreeableness
Open Area	19%	24%	0%	43%	41%
View	27%	35%	0%	38%	46%
Family	18%	34%	3%	26%	37%
Location	29%	36%	4%	36%	64%
Traditional	31%	50%	4%	15%	50%
Internet	15%	27%	5%	25%	60%
Games	20%	43%	6%	40%	46%
Modern	17%	31%	3%	39%	39%
Adult	30%	32%	6%	24%	32%

Source: The Researcher

The above table shows the relationship between each trait and the preferred café for the one who filled the questionnaire, each café represents a specific type based on empirical studies (for more read chapter 3). Each cell shows the percentage of people who got a high average for a certain trait and preferred a certain café type. As we can see not all the types of cafés mentioned previously in the thesis are favorable for Jordanian café users.

The results are modest with a range between **(0% – 60%)**. Based on the table, extraversion people prefer traditional cafés and they care about the location of the café they are visiting. Openness people prefer traditional cafés too. On the other hand, conscientiousness people prefer modern cafés. Agreeableness people care for the location while neuroticism people don't care for the type of the café in general since they got very low results below **(1%).**

Table26: The Relationship between the Personality Traits, Preferred Café Types, and Factors of Architectural Environment

Trait	Café type	Factor	Percentage
Extraversion	Traditional	Light	0.5
		Temperature	0.75
		Smell	0.88
		Electronic availability	0.75
		Electronic position	0.5
		Electronic quality	0.75
		Furniture arrangement	0.5
		Comfort of Chairs	1
		Space	1
Openness	Traditional	Light	0.71
		Temperature	0.57
		Smell	0.71
		Electronic availability	0.29
		Electronic position	0.43
		Electronic quality	0.57
		Furniture arrangement	0.43
		Comfort of Chairs	0.71
		Space	0.57
Conscientiousness	Modern	Light	0.5
		Temperature	0.79
		Smell	0.93
		Electronic availability	0.79
		Electronic position	0.79

		Electronic quality	0.71
		Furniture arrangement	0.71
		Comfort of Chairs	0.79
		Space	0.93
Agreeableness	Location	Light	0.39
		Temperature	0.67
		Smell	0.94
		Electronic availability	0.61
		Electronic position	0.83
		Electronic quality	0.78
		Furniture arrangement	0.61
		Comfort of Chairs	0.72
		Space	0.83

Source: The Researcher

This table was based upon the pervious **(table 2**5); the highest percentages from **(table 25)** were taken and analyzed with the architectural environment evaluation factors to see why certain people from each trait chose that particular type of café. Extraversion people are concerned about the comfort of the traditional cafés they visit, especially the space between the chairs and the table. This clarifies the reason for them choosing traditional cafés since they have comfortable seats and most of the time they have Oriental Style corners.

Openness people care about the smell of their preferred traditional cafés and they are looking for the comfort in lighting system and seats. Conscientiousness people care about the spacing and the smell factors when visiting modern cafés. Agreeableness people are also concerned about the smell of the preferred cafés.

As we can see from the results above, almost all the traits share in common a certain criteria while evaluating their favorite cafés, this is clearly shown from the smell and spacing factors. On the other hand, most of them don't care about the electronics in general.

Based on the results above we can notice that all traits chose that particular type of café because it has the above factors with different percentages.

Table27: The relationship between personality traits and the selected cafés that the researcher chose to hand in his questionnaire to people

Selected Café	Extraversion	Openness	Neuroticism	Conscientiousness	Agreeableness
Traditional	13%	56%	0%	38%	38%
Modern	24%	59%	12%	24%	24%
Sidewalk	17%	44%	0%	33%	39%
Open Area	17%	44%	6%	17%	56%
View	17%	11%	0%	28%	28%
Location	6%	33%	0%	17%	33%
Family	39%	28%	6%	22%	39%
Family with kids	33%	22%	0%	39%	17%
Business	28%	44%	6%	33%	67%
Adults	29%	31%	6%	23%	57%
Student	21%	26%	11%	32%	42%
Foreigners	28%	39%	11%	44%	28%
Screens	22%	28%	0%	44%	67%
Games	47%	35%	0%	22%	47%
Internet	17%	33%	0%	44%	56%
Playing area	24%	24%	0%	35%	29%

Source: The Researcher

The above **tables (27, 28)** show the relationship between each trait and the selected cafés that the researcher chose to hand in his questionnaire to people, each café represents a specific type based on the empirical studies (for more read chapter 3). Each cell shows the percentage of people who got a high average for a certain trait and filled the questionnaire in that certain café type.

The results are high with a range between **(0% – 7%)**. Based on the table, most extraversion people were found in cafés that supply its users with playing cards and board games. Most

Openness people were found in both traditional and modern cafés. On the other hand, conscientiousness people were divided into three different types of cafes with the same percentage; cafés for foreigners, internet cafes and entertaining cafés specifically the one that have TV screens. Agreeableness people were found in cafés that are mostly visited by businessmen, and the ones that have TV screens.

Table (28) was based upon the pervious (table 27), the highest percentages from **(table 27)** were taken and analyzed with the architectural environment evaluation factors to see why certain people from each trait were found in that particular type of café. Extraversion people were found in that type of cafés because they are concerned about the comfort of it, especially the space between the chairs and table, and its smell. Openness people who were found in traditional cafés care about its temperature while those who were found in modern cafés care about the café's furniture arrangement. Conscientiousness people who were found in cafés that are mostly visited by tourists (foreigners) care about the smell of those cafés, while those who were in cafés with free internet service are concerned about the comfort of the seats. On the other hand, conscientiousness people who visit cafés with TV screens care about the quality and position of the electronics there. Agreeableness people who visit cafés that are popular with businessmen care about the spacing and the lighting factors, while those who visit cafés with TV screens care about the smell, the comfort of chairs and the position of the electronic devices.

As we can see from the results above, most of the traits don't share in common a certain criteria while evaluating the cafés. This is opposite to the results of the preferred cafes. That is because when people are choosing a favorite café they become more specific when evaluating and choosing that certain café. Based on the results above we can notice that all traits chose that particular type of café because it has the above factors with different percentages.

5.1.4 Correlation:

Table29: The correlation relationship between café's Aesthetic evaluation section and personality trait factors average

	Aesthetics average
Aesthetics evaluation	1
Extraversion average	0.477782
Openness average	0.531539
Neuroticism average	-0.05508
Conscientious average	0.421454
Agreeableness. average	0.510426

Source: The Researcher

Table (29) shows the correlation results by finding the correlation coefficients which indicate the positive or negative relationship between variables depending on their signs; the figures on the table concluded Aesthetics evaluation which includes the decoration of the café and its design have a positive relationship with all personality traits factors within range **(0.42-0.55)** except for neuroticism trait which have a negative relationship and that fits with its nature. Neuroticism people are depressed, angry and negative hence the last thing they care about is the beauty of the café.

Chapter 6
Discussion and Conclusions

Discussion and Conclusions

The sample of this research was a homogeneous sample as a whole and heterogeneous within the individuals. This was very clear from the different percentages of the individuals' favorite cafés, educational level and their financial status. Besides, some respondents were close to each other in their ages. In relation to gender factor, analyses of the variance was applied to the ratings of respondents in both groups, no significant difference appeared between males and females in their evaluations.

It was noticed through the analyses that some factors had a high number of correlations between particular personality traits, which points that this evaluation factor and the personality trait have a special interaction with each other. This supports the notion of Allport (1965) that the individual actively seeks stimulating situations that courage the expression of his/her traits; i.e. these evaluation factors are the best representation of the trait more actively correlated with. Furthermore, this finding is in support with Allport's (1966) and Cattell's (1963) arguments. Allport (1966) stated that personality traits are naturally connected to particular environments, which are relevant to trait expression. On the other hand, Cattell (1963) proclaimed that a person's particular way of viewing the environment and his specific response patterns to that environment may all be subsumed under the concept of "personality trait". Respondents projected their traits through the questions (evaluation factors) that were answered. Such a projection clarified why some evaluation factors correlated with more than one personality trait. Such factors may have personality traits similar to those of human beings. When the personality traits of subjects found synonyms in the traits of the evaluation factors, they tended to correlate with.

In addition, this result supported the notions of Muller (1968) that architectural space may have a personality formed by a dynamic relationship among physical, structural elements and its effect on the user. Muller (1968) concluded that architecture is best defined as the dynamic interaction of space and personality. Besides, this result supports the notion that beauty is the context specific; i.e. depends on the interaction between person and environment.

6.1 Research Shortcomings

This research encountered different problems and shortcomings related to the sampling and respondents:

1. Sampling: the sample used in the experience is random. This was chosen due to limited time and accessibility.
2. Reference of responding: although the respondents were asked to give their evaluations of the café they were in at that moment. Some were visiting that café not because it is their favorite but because they had to at that moment and this affected their evaluation towards it.
3. The questionnaire: it was very long which might affect the respondents and cause them to become weary of.

6.2 Recommendations for Future Research

For future research, these shortcomings can be avoided through different ways. More specific samples can be used according to some specific criteria. This kind of sample can be chosen from different sectors of the society, marital status, professions and so on. On the other hand, future research can use certain types of cafes (to minimize the selected cafes to five) and to try and connect these environments with different personality traits and apply profound research to these cafes to find how these cafes interact with personality. The respondents can be asked to evaluate their favorite cafes instead of the one they were in at that moment. Also, future research can specify the cafes into very specific architectural environments and then apply the personality traits; each trait can be tested in a more special specific test then connect this trait to different architectural environments in order to get a comprehensive idea about the interaction between environments and personality traits. This will lead to build a model that correlates personality traits with the architectural environment. Furthermore, other proper personality tests might be used to achieve this goal. Psychological feedback will be a very effective tool for measuring the effect of personality on the perception of the built environment in general and the café specifically since it is very objective tool. Designers can find some architectural aspects to design café customers depending on their traits, for example Extraversion and Openness characters should care about the exterior design of the café, the wall colors, comfort furniture and space. In case of a design for Conscientiousness, as for Agreeableness characters the designer should concentrate on the interior design besides comfort furniture and space, and wall colors which could be ignored with the agreeableness people.

Also there are some factors that can be considered as important whatever the personality trait is; like keeping the café a way from unfavorable smells, and controlling the thermal condition inside the café space.

In this study there is also some results that give good hints for targeting and this point can used by marketing experts and architects during the design process, so traditional cafés will be targeted by Extraversion and Openness People, while open area cafés as concluded through this study are preferred by Conscientiousness characters. On the other hand, Good Location cafés is the favorable one for agreeableness people.

6.3 Conclusions

It was proved through this research that the personality traits deeply affect our evaluations and responses to a certain environment. This research is a step towards developing an understanding of how we perceive our environments as influenced by or filtered through our personalities. Developing such an understanding would help architects design environments that would respond to the personalities of both individuals and groups of users. It would also help the designers to read and evaluate their products from the viewpoint of others and not only from their own viewpoints. Therefore, future studies are recommended to further investigate the existence of any environmental dimension clusters as related with specific clusters of personality traits. Moreover, it is recommended to investigate the possibility that certain types of environments are interconnected with a specific perceptible dimension for certain types of personalities. This research is considered to be an exploratory study for further focused research in this field. It is a step towards building a theory that correlates

architecture with our personalities; further and further researches are needed to achieve this goal.

In this study an idea has indicated that architects should design a cafe as both: social and built environment, and targeting is a mission for both the marketing and the architectural team

Cafés in Amman have specific types that are different than the international standards, depending on the historical and cultural background of the country, it’s better to target adults as café visitors because they were the most attendees of the cafés in Amman. Age does affect the personality trait, and that means it does affect the choice of café, and the reasons of visiting cafés, while other reasons are affected by a certain trait, some reasons are not affected by anything but remain stable as a reason of visiting a cafe; such as Relaxation, quality and services provided.

Most of the architectural environment evaluation is affected by the personality trait, while some of the environmental evaluation is affected by them. The Jordanian café users demonstrate an important conclusion that culture plays a role in the general atmosphere evaluation factors such as: soft and loud music, high and dim lights, when it is affected by culture more than personality trait factors of users. The results show that most of Jordanian café attendees are looking for relaxation and escaping the daily stresses with a cup of coffee for hookah, which is why they preferred dim light, and soft music without depending on their personality traits as the reason of choice.

The thesis provides the designers with some architectural aspects that they could use through the designing process to target specific personalities of cafe users, and focused on some architectural aspects which should be focused on during the design process of any cafe

because they play a role in promoting the cafe and thus becoming popular. Finally the conclusions can be summarized in one sentence that the aesthetic evaluation of the café environment which includes colors, painting, interior and exterior design is positively affected by most of the personality traits.

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Appendices A:

The effect of Personality traits of café's users on their approach to and evaluation of café's environment questionnaire

Section one – General information	
1. Age	○ 20 -16 ○ 30 -21 ○ 31-40 ○ 41- 50 ○ 51-60 ○ 61 and Above
2. Gender	○ male ○ female
3. Occupation	○ Employee for the public sector ○ Employee for the private sector ○ Businessman / businesswoman ○ University student ○ School student ○ If else, please mention
Section two / behavioral evaluation	
4. Name your most visited café (you can mention more than one)	
5. how often do you visit the café monthly	○ 3-1 time / month ○ 3-5 times / month ○ 6-10 times/ month ○ At least once a month ○ I don't visit cafes at all
6. how many hours do you spend in the café	○ At least one hour ○ 3-1 hours ○ 3-5 hours ○ more than 5 hours
7. how much money do you spend each visit	○ 5-15 JD ○ 15-25 JD ○ 25-35 JD ○ 35-45 JD ○ More than 50 JD

Section three / customers behavior					
You visit the café for different reasons, please select the most accurate answer from 1 – 5 baring in mind that 1. Strongly disagree .2 Disagree .3 I don't know .4 Agree .5 strongly agree					
Reasons to visit the café	**1**	**2**	**3**	**4**	**5**
8. For relaxation					
9. For reading					
10. For group studying					
11. For socializing					
12. For business meetings					
13. For entertaining (playing cards, board games…etc.)					
14. Watching TV channels (sport channels)					
15. For its popularity (chain cafes)					
Section four – evaluation of the architectural environment of cafes					
Your selection for the café is affected by the following factors and criteria baring in mind that 1. Strongly disagree 3. I don't know .5 Strongly agree					
Evaluation for the surrounded conditions	**1**	**2**	**3**	**4**	**5**
16. proper lighting					
17. proper temperature					
18. smells good					
19. enjoyable music and not noisy					
evaluation of the aesthetics sides	**1**	**2**	**3**	**4**	**5**
20. Attractive exterior design					
21. Unique interior design					
22. Beautiful colors					
23. The café is considered attractive and nice					
24. The use of nice decorations and paintings					
Evaluation of the interior design	**1**	**2**	**3**	**4**	**5**
25. The corridors are wide and easy to move in between					
26. Furniture arranged to give a wider space					
27. Availability of electrical devices (TV screens, Projectors…)					
28. The electrical devices position is easier for sightseeing					
29. High quality of electrical devices					
30. Comfortable seats					
31. The space between the table and the seat is proper					

Section five – environmental evaluation					
Your selection for the café is affected by the following factors and criteria baring in mind that: .1 Very important .3 I don't mind .5 Not important at all					
Reasons of visiting café	**1**	**2**	**3**	**4**	**5**
32. Food quality					
33. The quality					
34. Fast service					
35. The general atmosphere					
36. Internet service					
37. Playing area					
38. Outdoor areas (terraces)					
39. the location of the café from your place					
40. preferred location					
41. connection between the indoor and the outdoor					
42. sound level (noise)					
43. being crowded					
44. no valet parking or parking lot					
45. café's cleanliness					

Section six – evaluation for the general atmosphere	
46. you prefer a menu with	○ Low prices, tax included ○ Reasonable prices, tax included ○ I don't care about the prices ○ other than that, please mention
47. you prefer cafes that play	○ loud music ○ soft music ○ I don't care about the music ○ other than that, please mention
48. you prefer a general atmosphere with	○ dim lighting ○ high lighting ○ I don't care about the lighting ○ other than that, please mention

49. What do you order when visiting a cafe? (soft drinks ,hot drinks ,meals ,hubble-bubble…) please mention if other than that

……………………………………………………………………………………………………

……………………………………………………………………………………………………

50. What do you feel when visiting the café? (happiness,entertainment,boredom,disturbance..) please mention if other than that	
51. you usually find people in the café that share with (personal interests,social level,cultural level,financial level...) please mention if other than that ……………………………………………………………………………………… ……………………………………………………………………………………… ………………………………………………………………………………………	
Section seven – social evaluation	
Please answer the following question based on your selected café	
52. would you visit the café again	○ **Yes** ○ **No** ○ **I don't know**
53. would you take your family with you	○ **Yes** ○ **No** ○ **I don't know**
54. would this café be your first selection when visiting the café again	○ **Yes** ○ **No** ○ **I don't know**

Designed By: The Researche

Appendices B:

The Big Five Factors Questionnaire:

Please fill the follow questionnaire to the more accurate answer

1. **Strongly disagree**
2. **Disagree**
3. **Neither disagree nor agree**
4. **Agree**
5. **Strongly agree**

Statements	Strongly disagree				Strongly Agree
1. I see myself as someone who Is talkative					
2. I see myself as someone who Tends to find fault with others					
3. I see myself as someone who Does a thorough job					
4. I see myself as someone who Is depressed					
5. I see myself as someone who Is original, comes up with new ideas					
6. I see myself as someone who Is reserved					
7. I see myself as someone who Is helpful and unselfish with others					
8. I see myself as someone who Can be somewhat careless					
9. I see myself as someone who Is relaxed, handles stress well					
10. I see myself as someone who Is curious about many different things					
11. I see myself as someone who Is full of energy					
12. I see myself as someone who Starts quarrels with others					
13. I see myself as someone who Is a reliable worker					
14. I see myself as someone who Can be tense					
15. I see myself as someone who Is ingenious, a deep thinker					
16. I see myself as someone who Generates a lot of enthusiasm					
17. I see myself as someone who Has a forgiving nature					
18. I see myself as someone who Tends to be disorganized					

19. I see myself as someone who Worries a lot					
20. I see myself as someone who Has an active imagination					
21. I see myself as someone who Tends to be quiet					
22. I see myself as someone who Is generally trusting					
23. I see myself as someone who Tends to be lazy					
24. I see myself as someone who Is emotionally stable, not easily upset					
25. I see myself as someone who Is inventive					
26. I see myself as someone who Has an assertive personality					
27. I see myself as someone who Perseveres until the task is finished					
28. I see myself as someone who Can be moody					
29. I see myself as someone who Values artistic, aesthetic experiences					
30. I see myself as someone who Is sometimes shy, inhibited					
31. I see myself as someone who Is considerate and kind to almost everyone					
32. I see myself as someone who Does things efficiently					
33. I see myself as someone who Remains calm in tense situations					
34. I see myself as someone who Prefers work that is routine					
35. I see myself as someone who Is outgoing, sociable					
36. I see myself as someone who Is sometimes rude to others					
37. I see myself as someone who Makes plans and follows through with them					
38. I see myself as someone who Gets nervous easily					
39. I see myself as someone who Likes to reflect, play with ideas					
40. I see myself as someone who Has few artistic interests					
41. I see myself as someone who Likes to cooperate with others					
42. I see myself as someone who Is easily distracted					
43. I see myself as someone who Is sophisticated in art, music, or literature					
44. I see myself as someone who Is politically liberal					

Designed By: Oliver D. John, UC Berkeley psychologist, 2000

الملحق رقم (1)

استبيان لأثرسمات الشخصية لمستخدمي المقاهي في إقبالهم عليها وتقييمهم البيئي لها
الرجاء القيام بتعبئة الاستبيان التالي

القسم الأول / معلومات عامة

1. العمر :
   - ○ 16 -20
   - ○ 21 -25
   - ○ 26 -30
   - ○ 31 -35
   - ○ 36 -40
   - ○ 40 فما فوق

2. الجنس :
   - ○ ذكر
   - ○ أنثى

3. المهنة التي تمارسها :
   - ○ موظف قطاع حكومي
   - ○ موظف قطاع خاص
   - ○ رجل أعمال / سيدة أعمال
   - ○ طالب جامعي / طالبة جامعية
   - ○ طالب مدرسة / طالبة مدرسة
   - ○ غير ذلك

   الرجاء ذكر نوع المهنة في حالة اختيار غير ذلك

4. **القسم الثاني / التقييم السلوكي**

5. ما اسم المقهى الذي تتردد عليه بشكل مستمر (يمكن ذكر أكثر من مقهى)

6. ما عدد المرات التي تقوم فيها بزيارة المقهى خلال الشهر الواحد
   - ○ 1-3 مرات / شهر
   - ○ 3-5 مرات/ شهر
   - ○ 6- 10 مرات / شهر
   - ○ مرة واحدة في الشهر على الأقل
   - ○ لا أقوم بزيارة المقاهي

7. كم المدة التي تقضيها داخل المقهى
   - ○ ساعة واحدة فقط
   - ○ 1-3 ساعات
   - ○ 3-5 ساعات
   - ○ أكثر من 5 ساعات

القسم الثالث / سلوكيات الزبائن		
8. تقوم بزيارة المقهى عادة للاسترخاء	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق بشدة غير موافق بشدة لا شيء مما ذكر
9. تقوم بزيارة المقهى عادة للقراءة الفردية	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق بشدة غير موافق بشدة لا شيء مما ذكر
10. تقوم بزيارة المقهى عادة للدراسة الجماعية	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق بشدة غير موافق بشدة لا شيء مما ذكر
11. تقوم بزيارة المقهى عادة لتناول (يمكن اختيار اكثر من خيار)	○ ○ ○ ○	مشروبات ساخنة أو باردة أرجيلة / شيشة وجبات الطعام لا شيء مما ذكر
12. تقوم بزيارة المقهى عادة لوجود أشخاص فيه يماثلونك من حيث (يمكن اختيار اكثر من خيار)	○ ○ ○ ○ ○	الاهتمامات الشخصية البيئة الاجتماعية المستوى المادي المستوى الثقافي لاشيء مما ذكر

13. عندما تقوم بزيارة المقهى تشعر بـ	○ ○ ○ ○ ○ ○	السعادة التسلية الملل الاحباط الازعاج لاشيء مما ذكر
14. تقوم بزيارة المقهى للقاء بعض الأصدقاء (تواصل اجتماعي)	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق غير موافق بشدة لا شيء مما ذكر
15. تقوم بزيارة المقهى عادة للقاءات العمل	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق غير موافق بشدة لا شيء مما ذكر
16. تقوم بزيارة المقهى عادة للتسلية (لعب الشدة، لعب النرد...الخ)	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق بشدة غير موافق بشدة لا شيء مما ذكر
17. تقوم بزيارة المقهى عادة لمشاهدة القنوات التلفزيونية (الرياضية مثلا)	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق بشدة غير موافق بشدة لا شيء مما ذكر
18. تقوم بزيارة سلاسل المقاهي العالمية لشهرتها	○ ○ ○ ○ ○	موافق بشدة موافق غير موافق بشدة غير موافق بشدة لا شيء مما ذكر

لقسم الرابع / تقييم البيئة المعمارية للمقهى					
اختيارك للمقهى يتأثر بالعوامل والمعايير التالية وفقا للأهمية من الرقم1-5 علما بأن : 1. غير موافق بشدة 3. لا أدري 5. موافق بشدة					
أ - تقييم الظروف المحيطة للمقهى	1	2	3	4	5
19. الإضاءة في المقهى مناسبة					
20. درجة الحرارة في المقهى مريحة					
21. رائحة المقهى جيدة وغير كريهة					
22. الموسيقى في المقهى ممتعة وغير مزعجة					
ب - تقييم النواحي الجمالية في المقهى	1	2	3	4	5
23. التصميم المعماري(الخارجي) للمقهى جميل وملفت					
24. التصميم الداخلي للمقهى جذاب ويمنحه طابعه الخاص					
25. الالوان المستخدمة في المقهى تضفي روحاً للمكان					
26. يعتبر هذا المقهى جميل وجذاب					
27. الديكور واللوحات الفنية المستخدمة في المقهى ممتعة وجميلة					
ج - تقييم تنسيق المقهى من الداخل	1	2	3	4	5
28. تعتبر الممرات بين أثاث المقهى واسعة ويسهل التحرك فيها					
29. طريقة توزيع الأثاث في المقهى تمنحه مساحة واسعة وسهولة في الحركة والتنقل					
30. الأجهزة الالكترونية (شاشات العرض, أجهزة الموسيقى) تضفي المتعة للمقهى					
31. تقع الأجهزة الإلكترونية (شاشات العرض) في موقع يسهل مشاهدته من خلاله					
32. الأجهزة الإلكترونية (أجهزة الموسيقى, شاشات العرض) المستخدمة في المقهى ذات تقتية عالية وصوت واضح					
33. المقاعد المستخدمة في المقهى مريحة					
34. المسافة ما بين المقعد والطاولة مناسبة ومريحة					
القسم الخامس / تقييم المقهى البيئي	1	2	3	4	5
اختيارك للمقهى يتأثر بالعوامل والمعايير التالية وفقا للأهمية من الرقم1-5 علما بأن : 1.غير مهم إطلاقاً 3. لا أكترث 5. مهم جدا					
35. نوعية الطعام المقدم					
36. الجودة					
37. سرعة الخدمة					
38. الجو العام للمكان					
39. توافر خدمة الانترنت					
40. وجود منطقة للأطفال					
41. وجود مساحات خارجية (تراس)					
42. موقع المقهى من مكان مسكنك					

43. تفضيلك لمنطقة المقهى					
44. وجود تواصل ما بين داخل المقهى وخارجه					
45. مستوى الصوت في المقهى (الضجيج)					
46. الازدحام					
47. عدم وجود كراج او عدم وجود خدمة اصطفاف السيارات					
48. نظافة المكان					

القسم السادس / تقييم الجو العام للمقهى

49. عند اختيارك للمقهى تفضل اللائحة ذات
- ○ الأسعار المنخفضة وشاملة الضريبة
- ○ الأسعار المتوسطة وشاملة الضريبة
- ○ لا اكترث للسعر داخل المقهى

50. عند اختيارك للمقهى تفضل الأجواء ذات
- ○ الموسيقى الصاخبة
- ○ الموسيقى الهادئة
- ○ لا اكترث لنوع الموسيقى داخل المقهى

51. عند اختيارك للمقهى تفضل الجو العام ذو
- ○ الإضاءة الخافتة
- ○ الإضاءة العالية
- ○ لا اكترث للإضاءة داخل المقهى

القسم السابع / تقييم المقهى من الناحية الاجتماعية

الرجاء الإجابة عن الأسئلة التالية

52. هل ستقوم بزيارة المقهى مجدداً
- ○ نعم
- ○ لا
- ○ لا أدري

53. هل ستقوم باصطحاب العائلة للمقهى
- ○ نعم
- ○ لا
- ○ لا أدري

54. هل سيكون هذا المقهى الاختيار الأول بين المقاهي الأخرى في حالة تكرار الزيارة
- ○ نعم
- ○ لا
- ○ لا أدري

مصمم الاستبيان : الباحثة

الملحق رقم (2)

استبيان لتحليل الشخصية وفقا للعوامل الخمسة الكبرى

الرجاء الإجابة على الأسئلة التالية حسب الإجابة الأقرب علما بأن الإجابة كالتالي:

1. غير موافق بشدة
2. غير موافق
3. لا أدري
4. موافق
5. موافق بشدة

الأسئلة	1 غير موافق بشدة	2	3	4	5 موافق بشدة
1. هل انت شخص كثير الكلام					
2. هل انت شخص تميل للبحث عن أخطاء الآخرين					
3. هل انت شخص دقيق في العمل					
4. هل انت شخص غير متفائل أو مكتئب					
5. هل انت شخص مبدع تبتكر أفكارك دون الاعتماد على أفكار الآخرين					
6. هل أنت شخص متحفظ					
7. هل انت شخص غير أناني مع الآخرين					
8. هل أنت شخص لا مبالي					
9. هل أنت شخص تعرف كيف تسترخي وتتخلص من التوتر					
10. هل أنت شخص فضولي					
11. هل أنت شخص مفعم بالحيوية والطاقة					
12. هل أنت شخص تثير المشاكل مع الآخرين					
13. هل أنت شخص حازم في العمل					
14. هل أنت شخص متوتر					
15. هل أنت شخص عميق التفكير					
16. هل أنت شخص تخلق الحماس في الجو المحيط بك					
17. هل أنت شخص متسامح					

.18 هل أنت شخص غير منظم					
.19 هل أنت شخص كثير القلق					
.20 هل أنت شخص تمتلك خيال نشيط					
.21 هل أنت شخص تميل للهدوء					
.22 هل أنت شخص يمكن الوثوق به					
.23 هل أنت شخص كسول					
.24 هل انت شخص مستقر عاطفيا ومن الصعب أن يغضب					
.25 هل أنت شخص مبتكر					
.26 هل أنت شخص تميل للانعزال					
.27 هل انت شخص تنجز المهمة في وقتها المحدد					
.28 هل انت شخص مزاجي					
.29 هل انت شخص تحب الفن والقيم الجمالية					
.30 هل أنت شخص خجول					
.31 هل أنت شخص غالبا ما تكون لطيفاً مع الآخرين					
.32 هل أنت شخص تؤدي عملك بكفاءة					
.33 هل أنت شخص تحافظ على هدوءك في المواقف الصعبة					
.34 هل تحب العمل في جو روتيني					
.35 هل أنت شخص اجتماعي					
.36 هل انت شخص فظ مع الآخرين					
.37 هل أنت شخص منهجي (ترسم الخطط المستقبلية وتتبعها)					
.38 هل أنت شخص عصبي					
.39 هل أنت شخص تعبر عن أفكارك بسهولة					
.40 هل أنت شخص متعاون					
.41 هل أنت شخص سريع الانشغال					
.42 هل انت شخص تحب الفنون والأداب العميقة					
.43 هل أنت شخص ليبرالي					

مصمم الاستبيان: Oliver D. John, UC Berkeley psychologist, 2000

أثر سمات الشخصية لمستخدمي المقاهي في إقبالهم عليها وتقييمهم البيئي لها

إعـــــداد
رنا إسماعيل اليسير

المشرف
الدكتور عبد السلام الشبول

المشرف المشارك
الأستاذ الدكتور نظير أبو عبيد

ملخـــص

بدأت المقاهي تتخذ دورا هاما في المجتمعات باعتبارها جزءا مهما من النسيج المعماري والاجتماعي للمدينة , فقد كانت ومازالت تعتبر المقاهي مكانا للمتعة والراحة والتواصل الاجتماعي, حيث يلتقي الجميع لاسباب مختلفة او حتى بلا سبب أحيانا او ربما لمجرد ممارسة هواية مراقبة اللآخرين.
كما كان للمقاهي دورها الفعال في الجانب السياسي والاقتصادي للمدن فبعض المقاهي كانت مقرا لشخصيات سياسية لعبت دورا هاما في تغيير مسار التاريخ لبعض الأمم. وبالرغم من أن معظم الناس تعتقد بأن المقهي مجرد مكان للتسلية أو الراحة إلا انه ومن خلال هذه الدراسة تم التوصل إلى تصنيف المقاهي لعدة أنواع مختلفة.
إن الشخصية الإنسانية كانت دوما ذات معايير مختلفة وحالة شائكة للدراسات الانسانية عامة وعلم النفس خاصة , لذا تفاوتت النظريات التي ناقشت سمات الشخصيات المختلفة وتأثرها بالبيئة المحيطة وكانت آخر النظريات التي تقسم شخصية الانسان إلى خمس سمات كبرى وهي الانفتاح , العصبية, الضمير او الوعي, القبول, والانبساط , لذا تم من خلال هذه الدراسة مناقشة أثر سمات الشخصية لمستخدمي المقاهي في إقبالهم عليها وتقييمهم البيئي لها, وذلك من خلال استبيانين مختلفين أحدهما تألف من 5 أقسام مختلفة و54 سؤال يتم من خلاله تحديد سلوكيات الزبائن وأسباب اختيارهم لمقاهي دون الأخرى أما الاستبيان الثاني فهو استبيان معد مسبقا من قبل اخصائيين في علم النفس وهو اختبار العوامل الخمسة الكبرى والتي هي نظرية في علم النفس تعمل على تحديد السمات السائدة لشخصية دون الأخرى. لذا تم توزيع هذان الاستبيانان على 300 شخص تم اختيارهم بشكل عشوائي لمحاولة دراسة العلاقة ما بين سماتهم الشخصية والمقاهي التي كانوا يترددون عليها في مدينة عمان .
ومن خلال هذه الدراسة تم التوصل الى بعض النتائج التي ساعدت على تأكيد بعض العلاقات التي تم طرحها مثل العلاقة الطردية لتقييم الشخص للمقاهي من الناحية الجمالية وتأثرها بسمات الشخصية الخمسة, كما أثبتت الدراسة أن السمات الشخصية للفرد والتي تحدد ميوله وانطباعاته تؤثر أيضا على بعض عوامل التقييم البيئي للمقهى بنسبة مئوية تتراوح ما بين (40%-42%) .